

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 15, 1984

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

| RANK | PROGRAM                      | AUDIENCES |           |
|------|------------------------------|-----------|-----------|
|      |                              | % U.S.    | NO. (000) |
| 1    | ACADEMY AWARDS(S)            | 30.3      | 25,390    |
| 2    | DALLAS                       | 25.6      | 21,450    |
| 3    | SIMON & SIMON#               | 23.0      | 19,270    |
| 4    | DYNASTY                      | 22.6      | 18,940    |
| 5    | A TEAM                       | 22.3      | 18,690    |
| 6    | BARBARA WALTERS SPECIAL(S)   | 22.1      | 18,520    |
| 6    | CBS SPECIAL MOVIE PRESENT(S) | 22.1      | 18,520    |
| 6    | GEORGE WASHINGTON PT. I(S)   | 22.1      | 18,520    |
| 9    | ABC MONDAY NIGHT MOVIE#      | 21.3      | 17,850    |
| 9    | MAGNUM, P.I.                 | 21.3      | 17,850    |
| 11   | FALCON CREST                 | 21.2      | 17,770    |
| 12   | GEORGE WASHINGTON PT.III(S)  | 20.9      | 17,510    |
| 13   | GEORGE WASHINGTON PT.II(S)   | 20.8      | 17,430    |
| 13   | 60 MINUTES                   | 20.8      | 17,430    |
| 15   | ABC SUNDAY NIGHT MOVIE       | 20.7      | 17,350    |
| 16   | CBS NCAA BSKBL CHAMPSHIPS(S) | 19.7      | 16,510    |
| 17   | PEOPLE DO-CRAZIEST THINGS(S) | 19.5      | 16,340    |
| 18   | FALL GUY                     | 19.3      | 16,170    |
| 19   | TV BLOOPERS & PRAC. JOKES    | 18.8      | 15,750    |
| 20   | MAGIC-DAVID COPPERFIELD(S)   | 17.3      | 14,500    |
| 21   | ALICE#                       | 17.2      | 14,410    |
| 22   | DIANA(S)                     | 17.0      | 14,250    |
| 22   | RIPTIDE                      | 17.0      | 14,250    |
| 24   | THREE'S COMPANY              | 16.8      | 14,080    |

CONT'D

### TOTAL PERSONS (2+)

| RANK | PROGRAM                      | AUDIENCES |           |
|------|------------------------------|-----------|-----------|
|      |                              | % U.S.    | NO. (000) |
| 1    | ACADEMY AWARDS(S)            | 18.1      | 39,870    |
| 2    | A TEAM                       | 17.0      | 37,500    |
| 3    | DALLAS                       | 16.4      | 36,020    |
| 4    | SIMON & SIMON#               | 15.7      | 34,680    |
| 5    | PEOPLE DO-CRAZIEST THINGS(S) | 15.4      | 33,880    |
| 6    | ABC SUNDAY NIGHT MOVIE       | 15.2      | 33,420    |
| 7    | MAGNUM, P.I.                 | 14.3      | 31,580    |
| 8    | GEORGE WASHINGTON PT. I(S)   | 14.3      | 31,530    |
| 9    | FALL GUY                     | 14.1      | 31,040    |
| 10   | DYNASTY                      | 14.0      | 30,860    |
| 11   | TV BLOOPERS & PRAC. JOKES    | 13.6      | 30,020    |
| 12   | BARBARA WALTERS SPECIAL(S)   | 13.5      | 29,780    |
| 13   | GEORGE WASHINGTON PT.III(S)  | 13.5      | 29,630    |
| 14   | GEORGE WASHINGTON PT.II(S)   | 13.2      | 29,080    |
| 15   | ABC MONDAY NIGHT MOVIE#      | 12.7      | 28,050    |
| 16   | 60 MINUTES                   | 12.6      | 27,750    |
| 17   | FALCON CREST                 | 12.4      | 27,260    |
| 18   | KNIGHT RIDER#                | 12.2      | 26,780    |
| 19   | THREE'S COMPANY              | 12.1      | 26,640    |
| 20   | CBS SPECIAL MOVIE PRESENT(S) | 12.1      | 26,590    |
| 21   | MAGIC-DAVID COPPERFIELD(S)   | 11.6      | 25,550    |
| 22   | BUGS BUNNY EASTER SPECIAL(S) | 11.5      | 25,250    |
| 23   | CBS NCAA BSKBL CHAMPSHIPS(S) | 11.4      | 25,140    |
| 24   | DIANA(S)                     | 11.4      | 25,080    |

CONT'D

### HOUSEHOLDS

| RANK | PROGRAM                     | AUDIENCES |           |
|------|-----------------------------|-----------|-----------|
|      |                             | % U.S.    | NO. (000) |
| 25   | BOB HOPE'S-LAUGHS SP PT2(S) | 16.6      | 13,910    |
| 25   | HOTEL                       | 16.6      | 13,910    |

CONT'D

### TOTAL PERSONS (2+)

| RANK | PROGRAM       | AUDIENCES |           |
|------|---------------|-----------|-----------|
|      |               | % U.S.    | NO. (000) |
| 25   | RIPTIDE       | 11.3      | 24,840    |
| 26   | GIMME A BREAK | 11.3      | 24,810    |

CONT'D

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 15, 1984

## NIELSEN AVERAGE AUDIENCE

### WOMEN (18+)

| RANK | PROGRAM                      | AUDIENCES |           |
|------|------------------------------|-----------|-----------|
|      |                              | % U.S.    | NO. (000) |
| 1    | ACADEMY AWARDS(S)            | 25.9      | 22,690    |
| 2    | DALLAS                       | 23.3      | 20,380    |
| 3    | DYNASTY                      | 20.9      | 18,270    |
| 4    | BARBARA WALTERS SPECIAL(S)   | 19.5      | 17,030    |
| 5    | ABC MONDAY NIGHT MOVIE#      | 19.1      | 16,670    |
| 6    | FALCON CREST                 | 19.0      | 16,580    |
| 7    | GEORGE WASHINGTON PT. I(S)   | 17.8      | 15,560    |
| 8    | SIMON & SIMON#               | 17.5      | 15,330    |
| 9    | GEORGE WASHINGTON PT.II(S)   | 16.6      | 14,510    |
| 10   | GEORGE WASHINGTON PT.III(S)  | 16.3      | 14,290    |
| 11   | ABC SUNDAY NIGHT MOVIE       | 16.3      | 14,230    |
| 12   | CBS SPECIAL MOVIE PRESENT(S) | 15.8      | 13,850    |
| 13   | FALL GUY                     | 15.6      | 13,660    |
| 14   | 60 MINUTES                   | 15.5      | 13,550    |
| 15   | MAGNUM, P.I.                 | 15.0      | 13,160    |
| 16   | A TEAM                       | 14.9      | 13,060    |
| 17   | PEOPLE DO-CRAZIEST THINGS(S) | 14.7      | 12,820    |
| 18   | DIANA(S)                     | 14.4      | 12,620    |
| 19   | HOTEL                        | 14.3      | 12,550    |
| 20   | LOVE BOAT                    | 13.5      | 11,840    |
| 21   | JEFFERSONS#                  | 13.4      | 11,690    |
| 22   | THREE'S COMPANY              | 13.4      | 11,690    |
| 23   | TV BLOOPERS & PRAC. JOKES    | 13.2      | 11,540    |

### MEN (18+)

| RANK | PROGRAM                      | AUDIENCES |           |
|------|------------------------------|-----------|-----------|
|      |                              | % U.S.    | NO. (000) |
| 1    | CBS NCAA BSKBL CHAMPSHIPS(S) | 18.3      | 14,470    |
| 2    | ACADEMY AWARDS(S)            | 17.2      | 13,600    |
| 3    | SIMON & SIMON#               | 17.1      | 13,450    |
| 4    | GEORGE WASHINGTON PT. I(S)   | 15.7      | 12,410    |
| 5    | PEOPLE DO-CRAZIEST THINGS(S) | 15.5      | 12,220    |
| 6    | 60 MINUTES                   | 15.5      | 12,210    |
| 7    | ABC SUNDAY NIGHT MOVIE       | 15.2      | 12,010    |
| 8    | GEORGE WASHINGTON PT.II(S)   | 15.1      | 11,910    |
| 9    | MAGNUM, P.I.                 | 14.9      | 11,760    |
| 10   | DALLAS                       | 14.7      | 11,580    |
| 11   | GEORGE WASHINGTON PT.III(S)  | 14.5      | 11,440    |
| 12   | A TEAM                       | 14.2      | 11,180    |
| 13   | CBS SPECIAL MOVIE PRESENT(S) | 13.8      | 10,890    |
| 14   | FALL GUY                     | 12.8      | 10,070    |
| 15   | TV BLOOPERS & PRAC. JOKES    | 12.7      | 10,010    |
| 16   | BARBARA WALTERS SPECIAL(S)   | 12.4      | 9,750     |
| 17   | DYNASTY                      | 12.3      | 9,710     |
| 18   | RIPTIDE                      | 12.0      | 9,500     |
| 19   | FALCON CREST                 | 11.9      | 9,420     |
| 20   | KNIGHT RIDER#                | 11.9      | 9,390     |
| 21   | ABC MONDAY NIGHT MOVIE#      | 11.9      | 9,380     |
| 22   | MIKE HAMMER                  | 11.7      | 9,200     |
| 23   | AIRWOLF                      | 11.5      | 9,090     |

### WOMEN 18-49

| RANK | PROGRAM                      | AUDIENCES |           |
|------|------------------------------|-----------|-----------|
|      |                              | % U.S.    | NO. (000) |
| 1    | ACADEMY AWARDS(S)            | 23.2      | 12,740    |
| 2    | DYNASTY                      | 19.0      | 10,470    |
| 3    | DALLAS                       | 18.5      | 10,170    |
| 4    | ABC MONDAY NIGHT MOVIE#      | 17.9      | 9,850     |
| 5    | ABC SUNDAY NIGHT MOVIE       | 17.5      | 9,610     |
| 6    | DIANA(S)                     | 16.7      | 9,190     |
| 7    | BARBARA WALTERS SPECIAL(S)   | 16.2      | 8,920     |
| 8    | SIMON & SIMON#               | 16.1      | 8,860     |
| 9    | FALL GUY                     | 15.4      | 8,470     |
| 10   | GEORGE WASHINGTON PT. I(S)   | 14.6      | 8,030     |
| 11   | PEOPLE DO-CRAZIEST THINGS(S) | 14.4      | 7,920     |
| 12   | FALCON CREST                 | 14.1      | 7,750     |
| 13   | GEORGE WASHINGTON PT.II(S)   | 13.7      | 7,510     |
| 14   | THREE'S COMPANY              | 13.6      | 7,480     |
| 15   | GEORGE WASHINGTON PT.III(S)  | 13.5      | 7,430     |
| 16   | A TEAM                       | 13.5      | 7,420     |
| 17   | FAMILY TIES                  | 12.9      | 7,110     |
| 18   | MAGNUM, P.I.                 | 12.9      | 7,090     |
| 19   | TV BLOOPERS & PRAC. JOKES    | 12.9      | 7,080     |
| 20   | CBS SPECIAL MOVIE PRESENT(S) | 12.8      | 7,030     |
| 21   | HOTEL                        | 12.6      | 6,920     |
| 22   | CHEERS                       | 12.1      | 6,660     |
| 23   | WEBSTER                      | 12.0      | 6,570     |

### WOMEN 55+

| RANK | PROGRAM                      | AUDIENCES |           |
|------|------------------------------|-----------|-----------|
|      |                              | % U.S.    | NO. (000) |
| 1    | DALLAS                       | 32.7      | 8,800     |
| 2    | ACADEMY AWARDS(S)            | 30.0      | 8,060     |
| 3    | FALCON CREST                 | 28.2      | 7,590     |
| 4    | 60 MINUTES                   | 27.2      | 7,310     |
| 5    | BARBARA WALTERS SPECIAL(S)   | 25.2      | 6,780     |
| 6    | GEORGE WASHINGTON PT. I(S)   | 24.2      | 6,500     |
| 7    | GEORGE WASHINGTON PT.III(S)  | 22.5      | 6,040     |
| 8    | GEORGE WASHINGTON PT.II(S)   | 22.2      | 5,960     |
| 9    | ABC MONDAY NIGHT MOVIE#      | 22.1      | 5,950     |
| 10   | DYNASTY                      | 21.8      | 5,860     |
| 11   | SIMON & SIMON#               | 21.3      | 5,720     |
| 12   | CBS SPECIAL MOVIE PRESENT(S) | 20.9      | 5,630     |
| 13   | LOVE BOAT                    | 19.7      | 5,300     |
| 14   | BOB HOPE'S-LAUGHS SP PT2(S)  | 19.7      | 5,290     |
| 15   | ALICE#                       | 19.6      | 5,260     |
| 16   | MAGNUM, P.I.                 | 19.4      | 5,220     |
| 17   | TRAPPER JOHN, M.D.#          | 18.9      | 5,090     |
| 18   | JEFFERSONS#                  | 18.7      | 5,020     |
| 19   | MISS TEEN USA(S)             | 18.0      | 4,840     |
| 20   | A TEAM                       | 17.7      | 4,760     |
| 21   | SUZANNE PLESSETTE SHOW#      | 17.4      | 4,670     |
| 22   | T.J. HOOKER#                 | 17.0      | 4,580     |
| 23   | MAGIC-DAVID COPPERFIELD(S)   | 16.8      | 4,510     |
| 24   | CBS EVENING NEWS-RATHER      | 16.7      | 4,480     |

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## NIELSEN AVERAGE AUDIENCE

| MEN 18-49 |                              |           |           |  |
|-----------|------------------------------|-----------|-----------|--|
| RANK      | PROGRAM                      | AUDIENCES |           |  |
|           |                              | % U.S.    | NO. (000) |  |
| 1         | CBS NCAA BSKBL CHAMPSHIPS(S) | 17.5      | 9,300     |  |
| 2         | ABC SUNDAY NIGHT MOVIE       | 16.9      | 8,990     |  |
| 3         | SIMON & SIMON#               | 15.7      | 8,340     |  |
| 4         | ACADEMY AWARDS(S)            | 15.6      | 8,270     |  |
| 5         | PEOPLE DO-CRAZIEST THINGS(S) | 15.1      | 8,010     |  |
| 6         | A TEAM                       | 14.4      | 7,650     |  |
| 7         | GEORGE WASHINGTON PT.II(S)   | 13.8      | 7,320     |  |
| 8         | MAGNUM, P.I.                 | 13.4      | 7,150     |  |
| 9         | GEORGE WASHINGTON PT.III(S)  | 12.6      | 6,690     |  |
| 10        | DIANA(S)                     | 12.6      | 6,680     |  |
| 11        | TV BLOOPERS & PRAC. JOKES    | 12.5      | 6,640     |  |
| 12        | GEORGE WASHINGTON PT. I(S)   | 12.0      | 6,400     |  |
| 13        | RIPTIDE                      | 12.0      | 6,370     |  |
| 14        | MIKE HAMMER                  | 12.0      | 6,360     |  |
| 15        | FALL GUY                     | 11.6      | 6,170     |  |
| 16        | AIRWOLF                      | 11.3      | 6,010     |  |
| 17        | CBS SPECIAL MOVIE PRESNT(S)  | 11.0      | 5,830     |  |
| 18        | KNIGHT RIDER#                | 10.9      | 5,790     |  |
| 19        | RIPLEY'S BELIEVE IT-NOT#     | 10.8      | 5,740     |  |
| 20        | DALLAS                       | 10.7      | 5,710     |  |
| 21        | ABC MONDAY NIGHT MOVIE#      | 10.7      | 5,670     |  |
| 22        | 60 MINUTES                   | 10.6      | 5,660     |  |
| 23        | DYNASTY                      | 10.4      | 5,530     |  |

| MEN 55+ |                              |           |           |  |
|---------|------------------------------|-----------|-----------|--|
| RANK    | PROGRAM                      | AUDIENCES |           |  |
|         |                              | % U.S.    | NO. (000) |  |
| 1       | 60 MINUTES                   | 26.5      | 5,420     |  |
| 2       | SIMON & SIMON#               | 23.0      | 4,710     |  |
| 3       | DALLAS                       | 22.7      | 4,650     |  |
| 4       | GEORGE WASHINGTON PT. I(S)   | 22.6      | 4,630     |  |
| 5       | ACADEMY AWARDS(S)            | 22.1      | 4,520     |  |
| 6       | CBS SPECIAL MOVIE PRESNT(S)  | 20.3      | 4,160     |  |
| 7       | GEORGE WASHINGTON PT.III(S)  | 20.3      | 4,150     |  |
| 8       | MAGNUM, P.I.                 | 19.8      | 4,060     |  |
| 9       | CBS NCAA BSKBL CHAMPSHIPS(S) | 18.9      | 3,870     |  |
| 10      | FALCON CREST                 | 18.2      | 3,730     |  |
| 11      | BOB HOPE'S-LAUGHS SP PT2(S)  | 18.2      | 3,720     |  |
| 12      | BARBARA WALTERS SPECIAL(S)   | 18.0      | 3,680     |  |
| 13      | GEORGE WASHINGTON PT.II(S)   | 17.6      | 3,600     |  |
| 14      | DYNASTY                      | 17.4      | 3,570     |  |
| 15      | SUZANNE PLESHETTE SHOW#      | 17.1      | 3,500     |  |
| 16      | JEFFERSONS#                  | 16.2      | 3,310     |  |
| 17      | ALICE#                       | 16.1      | 3,300     |  |
| 17      | FALL GUY                     | 16.1      | 3,300     |  |
| 17      | MAGIC-DAVID COPPERFIELD(S)   | 16.1      | 3,300     |  |
| 20      | CBS EVENING NEWS-RATHER      | 16.0      | 3,280     |  |
| 20      | DOMESTIC LIFE#               | 16.0      | 3,280     |  |
| 22      | A TEAM                       | 15.6      | 3,200     |  |
| 23      | PEOPLE DO-CRAZIEST THINGS(S) | 15.4      | 3,150     |  |
| 24      | ABC MONDAY NIGHT MOVIE#      | 15.3      | 3,130     |  |

CONT'D

### MEN 18-49

| RANK | PROGRAM                      | AUDIENCES |           |  |
|------|------------------------------|-----------|-----------|--|
|      |                              | % U.S.    | NO. (000) |  |
| 1    | CBS NCAA BSKBL CHAMPSHIPS(S) | 17.5      | 9,300     |  |
| 2    | ABC SUNDAY NIGHT MOVIE       | 16.9      | 8,990     |  |
| 3    | SIMON & SIMON#               | 15.7      | 8,340     |  |
| 4    | ACADEMY AWARDS(S)            | 15.6      | 8,270     |  |
| 5    | PEOPLE DO-CRAZIEST THINGS(S) | 15.1      | 8,010     |  |
| 6    | A TEAM                       | 14.4      | 7,650     |  |
| 7    | GEORGE WASHINGTON PT.II(S)   | 13.8      | 7,320     |  |
| 8    | MAGNUM, P.I.                 | 13.4      | 7,150     |  |
| 9    | GEORGE WASHINGTON PT.III(S)  | 12.6      | 6,690     |  |
| 10   | DIANA(S)                     | 12.6      | 6,680     |  |
| 11   | TV BLOOPERS & PRAC. JOKES    | 12.5      | 6,640     |  |
| 12   | GEORGE WASHINGTON PT. I(S)   | 12.0      | 6,400     |  |
| 13   | RIPTIDE                      | 12.0      | 6,370     |  |
| 14   | MIKE HAMMER                  | 12.0      | 6,360     |  |
| 15   | FALL GUY                     | 11.6      | 6,170     |  |
| 16   | AIRWOLF                      | 11.3      | 6,010     |  |
| 17   | CBS SPECIAL MOVIE PRESNT(S)  | 11.0      | 5,830     |  |
| 18   | KNIGHT RIDER#                | 10.9      | 5,790     |  |
| 19   | RIPLEY'S BELIEVE IT-NOT#     | 10.8      | 5,740     |  |
| 20   | DALLAS                       | 10.7      | 5,710     |  |
| 21   | ABC MONDAY NIGHT MOVIE#      | 10.7      | 5,670     |  |
| 22   | 60 MINUTES                   | 10.6      | 5,660     |  |
| 23   | DYNASTY                      | 10.4      | 5,530     |  |

### MEN 55+

| RANK | PROGRAM                      | AUDIENCES |           |  |
|------|------------------------------|-----------|-----------|--|
|      |                              | % U.S.    | NO. (000) |  |
| 1    | 60 MINUTES                   | 26.5      | 5,420     |  |
| 2    | SIMON & SIMON#               | 23.0      | 4,710     |  |
| 3    | DALLAS                       | 22.7      | 4,650     |  |
| 4    | GEORGE WASHINGTON PT. I(S)   | 22.6      | 4,630     |  |
| 5    | ACADEMY AWARDS(S)            | 22.1      | 4,520     |  |
| 6    | CBS SPECIAL MOVIE PRESNT(S)  | 20.3      | 4,160     |  |
| 7    | GEORGE WASHINGTON PT.III(S)  | 20.3      | 4,150     |  |
| 8    | MAGNUM, P.I.                 | 19.8      | 4,060     |  |
| 9    | CBS NCAA BSKBL CHAMPSHIPS(S) | 18.9      | 3,870     |  |
| 10   | FALCON CREST                 | 18.2      | 3,730     |  |
| 11   | BOB HOPE'S-LAUGHS SP PT2(S)  | 18.2      | 3,720     |  |
| 12   | BARBARA WALTERS SPECIAL(S)   | 18.0      | 3,680     |  |
| 13   | GEORGE WASHINGTON PT.II(S)   | 17.6      | 3,600     |  |
| 14   | DYNASTY                      | 17.4      | 3,570     |  |
| 15   | SUZANNE PLESHETTE SHOW#      | 17.1      | 3,500     |  |
| 16   | JEFFERSONS#                  | 16.2      | 3,310     |  |
| 17   | ALICE#                       | 16.1      | 3,300     |  |
| 17   | FALL GUY                     | 16.1      | 3,300     |  |
| 17   | MAGIC-DAVID COPPERFIELD(S)   | 16.1      | 3,300     |  |
| 20   | CBS EVENING NEWS-RATHER      | 16.0      | 3,280     |  |
| 20   | DOMESTIC LIFE#               | 16.0      | 3,280     |  |
| 22   | A TEAM                       | 15.6      | 3,200     |  |
| 23   | PEOPLE DO-CRAZIEST THINGS(S) | 15.4      | 3,150     |  |
| 24   | ABC MONDAY NIGHT MOVIE#      | 15.3      | 3,130     |  |

CONT'D

|    |                       |      |       |  |
|----|-----------------------|------|-------|--|
| 25 | SCARECROW & MRS. KING | 15.1 | 3,100 |  |
| 25 | T.J. HOOKER#          | 15.1 | 3,100 |  |



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME            |     |            |     |     |      |      |      |     |                   | T/C THIS SEASON   |         | NO. OF STATIONS & PROGRAM COVERAGE |                          | HOUSEHOLD AUDIENCES |       | AUDIENCE COMPOSITION  |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
|-------------------------|-----|------------|-----|-----|------|------|------|-----|-------------------|-------------------|---------|------------------------------------|--------------------------|---------------------|-------|---|-------|-------|-----|-------|-------|-------|-------|---------------|-----|------------|------------|-----|-----------------|------|-----|-----|-----|-----|
|                         |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| WK #                    | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | AVG. AUD. SHARE % | (0,000) | TOTAL PERSONS (2+)                 | LADY WORK-ING HOUSE WOM. | WOMEN               |       |   |       |       | MEN |       |       |       |       | TEENS (12-17) |     |            |            |     | CHILDREN (2-11) |      |     |     |     |     |
|                         |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          | TOTAL               | 18-34 | 18-49   | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64         | 55+ | TOTAL FEM. | TOTAL 6-11 |     |                 |      |     |     |     |     |
| •EVENING                |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| A TEAM                  |     |            |     |     |      |      |      |     |                   | 28                |         | 209                                | 210                      | A 22.3 34 1869      |       | 2006  | 628   | 224   | 700 | 230   | 397   | 369   | 323   | 255           | 598 | 217        | 409        | 345 | 305             | 170  | 223 | 79  | 485 | 337 |
| TUE. 8.00P 60 NBC A     |     |            |     |     |      |      |      |     |                   | 99                |         | 98                                 | B 24.1 35 2020           |                     | 2051  | 638   | 252   | 698   | 249 | 431   | 406   | 328   | 224   | 701           | 285 | 480        | 412        | 326 | 187             | 232  | 80  | 420 | 270 |     |
| 8.00 - 8.30             |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 21.1 33 1768           |                     | 2013  | 631   | 220   | 707   | 223 | 391   | 365   | 329   | 270   | 581           | 207 | 392        | 338        | 298 | 173             | 224  | 75  | 501 | 346 |     |
| 8.30 - 9.00             |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 23.5 35 1969           |                     | 1997  | 624   | 228   | 691   | 234 | 402   | 374   | 320   | 241   | 613           | 228 | 423        | 349        | 311 | 170             | 222  | 82  | 471 | 325 |     |
| ABC BUSINESS BRIEF-MON  |     |            |     |     |      |      |      |     |                   | 7                 |         | 198                                | A 14.9 22 1249           |                     | 2022  | 742   | 235   | 823   | 290 | 427   | 334   | 325   | 311   | 641           | 267 | 421        | 358        | 295 | 200             | 243  | 83A | 315 | 212 |     |
| 1 MON. 8.58P 1 ABC N    |     |            |     |     |      |      |      |     |                   | 98                |         |                                    | B 15.5 22 1299           |                     | 1980  | 700   | 280   | 758   | 269 | 449   | 406   | 343   | 247   | 627           | 255 | 404        | 333        | 259 | 182             | 221  | 74  | 374 | 253 |     |
| ABC BUSINESS BRIEF-WED  |     |            |     |     |      |      |      |     |                   | 14                |         | 201                                | 207                      | A 22.0 33 1844      |       | 1778  | 794   | 322   | 896 | 345   | 537   | 464   | 391   | 278           | 562 | 212        | 320        | 288 | 243             | 203  | 132 | 63A | 188 | 122 |
| 1 WED. 9.36P 1 ABC N    |     |            |     |     |      |      |      |     |                   | 99                |         | 99                                 | B 20.8 31 1743           |                     | 1850  | 733   | 305   | 828   | 329 | 495   | 428   | 355   | 262   | 612           | 224 | 374        | 333        | 285 | 198             | 164  | 73  | 246 | 162 |     |
| 2 WED. 8.58P 1          |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| ABC BUSINESS BRIEF-FRI  |     |            |     |     |      |      |      |     |                   | 13                |         | 200                                | 202                      | A 15.9 27 1332      |       | 1876  | 806   | 259   | 863 | 225   | 495   | 460   | 411   | 317           | 431 | 154        | 276        | 261 | 204             | 125  | 190 | 117 | 392 | 290 |
| 1 FRI. 8.43P 1 ABC N    |     |            |     |     |      |      |      |     |                   | 98                |         | 99                                 | B 16.6 26 1391           |                     | 1820  | 764   | 295   | 847   | 279 | 475   | 444   | 378   | 312   | 472           | 157 | 268        | 262        | 220 | 172             | 178  | 104 | 323 | 214 |     |
| 2 FRI. 8.44P 1          |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| ABC MONDAY NIGHT MOVIE  |     |            |     |     |      |      |      |     |                   | 12                |         | 203                                | A 21.3 32 1785           |                     | 1571  | 824   | 299   | 933   | 332 | 551   | 492   | 463   | 333   | 526           | 168 | 317        | 311        | 286 | 176             | 86A  | 24V | 26V | 20V |     |
| 1 MON. 9.00P 120 ABC FF |     |            |     |     |      |      |      |     |                   | 99                |         |                                    | B 20.4 31 1710           |                     | 1712  | 762   | 317   | 852   | 316 | 542   | 483   | 408   | 250   | 575           | 222 | 376        | 336        | 272 | 154             | 159  | 78  | 126 | 80  |     |
| 9.00 - 9.30             |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 19.8 29 1659           |                     | 1629  | 775   | 291   | 912   | 324 | 533   | 441   | 432   | 329   | 574           | 194 | 367        | 353        | 310 | 175             | 108A | 25V | 35V | 35V |     |
| 9.30 - 10.00            |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 20.8 31 1743           |                     | 1601  | 808   | 293   | 927   | 336 | 544   | 481   | 444   | 336   | 531           | 168 | 323        | 317        | 287 | 177             | 103A | 39A | 40A | 20V |     |
| 10.00 - 10.30           |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 22.2 33 1860           |                     | 1549  | 851   | 307   | 948   | 333 | 563   | 512   | 492   | 337   | 505           | 155 | 292        | 289        | 281 | 179             | 73A  | 21V | 23V | 18V |     |
| 10.30 - 11.00           |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 22.6 36 1894           |                     | 1496  | 851   | 302   | 935   | 326 | 556   | 522   | 476   | 329   | 490           | 150 | 289        | 288        | 271 | 170             | 60A  | 14V | 11V | 11V |     |
| ABC NEWSBRIEF-M-F       |     |            |     |     |      |      |      |     |                   | 139               |         | 193                                | 199                      | A 15.3 24 1282      |       | 1656  | 793   | 308   | 889 | 318   | 523   | 455   | 407   | 300           | 537 | 191        | 318        | 285 | 265             | 181  | 148 | 85  | 82  | 56  |
| NEW 18-48               |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| 1 MON. 9.57P 1 ABC N    |     |            |     |     |      |      |      |     |                   | 97                |         | 98                                 | B 16.1 25 1349           |                     | 1705  | 730   | 296   | 813   | 291 | 494   | 442   | 380   | 259   | 585           | 218 | 368        | 333        | 278 | 172             | 161  | 81  | 146 | 100 |     |
| 1 TUTHF 9.58P 1         |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| 1 WED. 10.36P 1         |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| 2 MON. 8.58P 1          |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| 2 TUE. 9.57P 2          |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| 2 W-F 9.58P 1           |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| ABC NEWSBRIEF-SAT.      |     |            |     |     |      |      |      |     |                   | 28                |         | 204                                | 207                      | A 14.7 26 1232      |       | 1679  | 776   | 291   | 894 | 299   | 475   | 426   | 375   | 365           | 494 | 146        | 249        | 237 | 214             | 206  | 137 | 64A | 154 | 92A |
| SAT. 9.58P 1 ABC N      |     |            |     |     |      |      |      |     |                   | 98                |         | 99                                 | B 18.3 31 1534           |                     | 1744  | 780   | 285   | 865   | 262 | 449   | 415   | 380   | 361   | 525           | 169 | 300        | 269        | 241 | 192             | 168  | 96  | 186 | 130 |     |
| ABC NEWSBRIEF-SUN.      |     |            |     |     |      |      |      |     |                   | 28                |         | 203                                | 203                      | A 20.0 30 1676      |       | 1955  | 782   | 270   | 872 | 323   | 593   | 538   | 442   | 230           | 706 | 318        | 541        | 458 | 323             | 135  | 159 | 90  | 218 | 152 |
| 1 SUN. 9.56P 1 ABC N    |     |            |     |     |      |      |      |     |                   | 99                |         | 99                                 | B 19.6 30 1642           |                     | 1790  | 706   | 308   | 777   | 296 | 514   | 457   | 379   | 207   | 765           | 315 | 537        | 469        | 364 | 181             | 154  | 77  | 94  | 62  |     |
| 2 SUN. 9.47P 1          |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| ABC SPORTS UPDATE-SAT   |     |            |     |     |      |      |      |     |                   | 28                |         | 199                                | 205                      | A 15.2 26 1274      |       | 1659  | 783   | 274   | 879 | 243   | 444   | 438   | 420   | 380           | 551 | 126        | 280        | 282 | 290             | 223  | 127 | 59A | 102 | 43A |
| 1 SAT. 8.57P 2 ABC SN   |     |            |     |     |      |      |      |     |                   | 98                |         | 99                                 | B 16.9 28 1416           |                     | 1757  | 752   | 277   | 828   | 225 | 409   | 395   | 397   | 361   | 601           | 169 | 327        | 309        | 306 | 235             | 135  | 62  | 193 | 124 |     |
| 2 SAT. 9.02P 1          |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| ABC SPORTS UPDATE-SUN   |     |            |     |     |      |      |      |     |                   | 26                |         | 199                                | 204                      | A 19.9 29 1668      |       | 2101  | 718   | 265   | 796 | 296   | 500   | 484   | 355   | 245           | 735 | 292        | 502        | 464 | 359             | 179  | 268 | 118 | 302 | 201 |
| 1 SUN. 8.35P 2 ABC SN   |     |            |     |     |      |      |      |     |                   | 98                |         | 99                                 | B 18.3 27 1534           |                     | 1969  | 728   | 321   | 802   | 284 | 506   | 476   | 394   | 241   | 754           | 293 | 530        | 465        | 376 | 181             | 189  | 79  | 224 | 145 |     |
| 2 SUN. 8.55P 1          |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| ABC SUNDAY NIGHT MOVIE  |     |            |     |     |      |      |      |     |                   | 25                |         | 203                                | 204                      | A 20.7 33 1735      |       | 1926  | 738   | 265   | 819 | 312   | 553   | 512   | 401   | 218           | 693 | 310        | 518        | 451 | 310             | 144  | 166 | 87  | 248 | 181 |
| 1 SUN. 9.00P 120 ABC FF |     |            |     |     |      |      |      |     |                   | 99                |         | 99                                 | B 20.9 32 1751           |                     | 1813  | 736   | 327   | 807   | 306 | 540   | 497   | 405   | 203   | 743           | 311 | 533        | 466        | 356 | 165             | 162  | 82  | 101 | 68  |     |
| 2 SUN. 7.00P 268        |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |
| 7.00 - 7.30             |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 15.3 26 1282           |                     | 2087  | 635   | 275   | 716   | 317 | 428   | 407   | 265   | 230   | 712           | 307 | 516        | 474        | 328 | 152A            | 169A | 84A | 490 | 394 |     |
| 7.30 - 8.00             |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 19.0 30 1592           |                     | 2208  | 681   | 272   | 779   | 357 | 503   | 486   | 296   | 214   | 727           | 327 | 548        | 505        | 331 | 133A            | 195  | 87A | 507 | 384 |     |
| 8.00 - 8.30             |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 21.3 32 1785           |                     | 2194  | 737   | 320   | 829   | 362 | 555   | 509   | 344   | 217   | 770           | 346 | 579        | 502        | 349 | 154             | 190  | 82A | 405 | 287 |     |
| 8.30 - 9.00             |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 21.9 33 1835           |                     | 2178  | 755   | 308   | 843   | 364 | 571   | 518   | 359   | 220   | 712           | 307 | 519        | 460        | 331 | 156             | 218  | 96A | 405 | 283 |     |
| 9.00 - 9.30             |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 19.8 29 1659           |                     | 1925  | 739   | 289   | 840   | 314 | 568   | 516   | 418   | 227   | 676           | 297 | 505        | 437        | 312 | 144             | 188  | 106 | 221 | 150 |     |
| 9.30 - 10.00            |     |            |     |     |      |      |      |     |                   |                   |         |                                    | A 20.5 30 1718           |                     | 1951  | 769   | 274   | 864   | 328 | 599   | 541   | 435   | 218   | 707           | 322 | 543        | 460        | 322 | 135             | 174  | 96  | 206 | 140 |     |
| CONT'D                  |     |            |     |     |      |      |      |     |                   |                   |         |                                    |                          |                     |       |   |       |       |     |       |       |       |       |               |     |            |            |     |                 |      |     |     |     |     |



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME                         |     |               |     |     | T/C<br>THIS<br>SEASON | NO. OF<br>STATIONS<br>&<br>PROGRAM<br>COVERAGE |      | HOUSEHOLD<br>AUDIENCES |                   | AUDIENCE COMPOSITION  |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
|--------------------------------------|-----|---------------|-----|-----|-----------------------|--|------|------------------------|-------------------|---|-----------------|--------------------------|---------------------------------------|-------|-----------|-----------|-----------|-----------|-----|-------|-----------|-----------|-----------|------------------|-----|--------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                                      |     |               |     |     |                       |  |      |                        |                   | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| WK<br>#                              | DAY | START<br>TIME | DUR | NET | TYPE                  | WK 1   | WK 2 | K<br>E<br>Y            | AVG.<br>AUD.<br>% | AVG.<br>SHARE<br>%  | AUD.<br>(0,000) | TOTAL<br>PERSONS<br>(2+) | LADY WORK-<br>ING<br>OF<br>HOUSE WOM. | WOMEN |           |           |           |           | MEN |       |           |           |           | TEENS<br>(12-17) |     | CHILDREN<br>(2-11) |            |     |     |     |     |     |     |     |     |     |
|                                      |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | TOTAL | 18-<br>34 | 18-<br>49 | 25-<br>54 | 35-<br>64 | 55+ | TOTAL | 18-<br>34 | 18-<br>49 | 25-<br>54 | 35-<br>64        | 55+ | TOTAL FEM.         | TOTAL 6-11 |     |     |     |     |     |     |     |     |     |
| EVENING CONT'D                       |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| ABC SUNDAY NIGHT M-CONT'D            |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| 10.00 - 10.30                        |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 22.2      | 35        | 1860      | 1825      | 760 | 237   | 832       | 292       | 559       | 524              | 438 | 226                | 703        | 325 | 535 | 449 | 301 | 146 | 141 | 86  | 149 | 111 |
| 10.30 - 11.00                        |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 21.9      | 37        | 1835      | 1718      | 750 | 242   | 812       | 269       | 546       | 513              | 445 | 225                | 651        | 285 | 481 | 412 | 283 | 152 | 127 | 73  | 128 | 96  |
| 11.00 - 11.30                        |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 22.4      | 44        | 1877      | 1714      | 748 | 229   | 805       | 288       | 590       | 520              | 444 | 186                | 646        | 281 | 474 | 429 | 293 | 142 | 142 | 64  | 121 | 94  |
| ABC WORLD NEWS TONIGHT 140 204 205   |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| M-F 6.30P 30 ABC N 99 99             |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 10.6      | 20        | 888       | 1516      | 706 | 271   | 756       | 176       | 341       | 340              | 351 | 345                | 644        | 200 | 353 | 322 | 321 | 235 | 53  | 31  | 63  | 25  |
|                                      |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | B     | 11.1      | 20        | 930       | 1542      | 717 | 251   | 772       | 191       | 348       | 339              | 359 | 359                | 610        | 176 | 307 | 291 | 287 | 255 | 70  | 27  | 90  | 55  |
| ABC WRLD NEWS TONIGHT-SUN 25 156 159 |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| SUN. 6.30P 30 ABC N 84 86            |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 8.1       | 16        | 679       | 1409      | 555 | 170   | 634       | 114       | 218       | 225              | 233 | 368                | 675        | 114 | 237 | 253 | 350 | 373 | 30  | 30  | 70  | 43  |
|                                      |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | B     | 8.5       | 15        | 712       | 1588      | 654 | 222   | 734       | 159       | 297       | 299              | 330 | 383                | 676        | 181 | 305 | 282 | 320 | 313 | 64  | 34  | 114 | 71  |
| ACADEMY AWARDS(S) 211                |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| 2 MON. 9.00P 188 ABC AC 99           |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 30.3      | 50        | 2539      | 1570      | 818 | 333   | 893       | 265       | 502       | 501              | 419 | 317                | 536        | 176 | 325 | 310 | 258 | 178 | 93  | 59  | 48  | 36  |
| 9.00 - 9.30                          |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 29.9      | 44        | 2506      | 1678      | 844 | 339   | 926       | 270       | 508       | 491              | 411 | 351                | 559        | 176 | 324 | 311 | 260 | 198 | 140 | 73  | 53  | 36  |
| 9.30 - 10.00                         |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 33.7      | 49        | 2824      | 1654      | 842 | 339   | 916       | 263       | 511       | 500              | 413 | 337                | 542        | 182 | 316 | 311 | 250 | 183 | 130 | 75  | 66  | 46  |
| 10.00 - 10.30                        |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 32.8      | 49        | 2749      | 1611      | 846 | 339   | 921       | 270       | 512       | 496              | 417 | 338                | 554        | 180 | 338 | 319 | 269 | 181 | 90  | 67  | 46  | 33  |
| 10.30 - 11.00                        |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 30.5      | 48        | 2556      | 1531      | 814 | 325   | 882       | 261       | 486       | 489              | 415 | 321                | 535        | 172 | 328 | 300 | 266 | 181 | 66  | 46  | 48  | 39  |
| 11.00 - 11.30                        |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 28.1      | 51        | 2355      | 1495      | 800 | 333   | 869       | 257       | 498       | 520              | 443 | 290                | 515        | 177 | 325 | 308 | 252 | 163 | 73  | 45  | 38  | 31  |
| 11.30 - 12.00                        |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 27.6      | 57        | 2313      | 1471      | 762 | 328   | 850       | 260       | 487       | 514              | 420 | 279                | 514        | 173 | 326 | 318 | 248 | 166 | 65  | 55  | 42  | 30  |
| 12.00 - 12.30                        |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 26.9      | 60        | 2254      | 1397      | 811 | 339   | 871       | 290       | 535       | 536              | 433 | 245                | 498        | 165 | 318 | 281 | 242 | 161 | 12  | 12  | 16  | 17  |
| AIRWOLF 10 199 200                   |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| SAT. 9.00P 60 CBS A 97 98            |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 14.3      | 24        | 1198      | 1911      | 646 | 199   | 737       | 229       | 409       | 401              | 350 | 271                | 759        | 276 | 503 | 482 | 412 | 210 | 167 | 39  | 248 | 147 |
| 9.00 - 9.30                          |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | B     | 14.4      | 24        | 1207      | 1901      | 648 | 233   | 711       | 230       | 425       | 409              | 365 | 234                | 745        | 272 | 500 | 458 | 394 | 201 | 196 | 58  | 249 | 171 |
|                                      |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 13.6      | 23        | 1140      | 1945      | 661 | 204   | 749       | 232       | 415       | 412              | 360 | 272                | 747        | 271 | 494 | 473 | 410 | 206 | 181 | 41  | 268 | 167 |
| 9.30 - 10.00                         |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| A.K.A. PABLO 6 205 202               |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| TUE. 8.30P 30 ABC CS 99 98           |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 14.0      | 21        | 1173      | 1901      | 776 | 256   | 846       | 349       | 543       | 432              | 365 | 270                | 523        | 238 | 327 | 279 | 232 | 154 | 270 | 151 | 262 | 182 |
|                                      |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | B     | 14.8      | 22        | 1240      | 1806      | 732 | 280   | 819       | 323       | 505       | 410              | 348 | 274                | 525        | 213 | 332 | 271 | 234 | 164 | 224 | 131 | 238 | 173 |
| ALICE 8 198                          |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| 2 SUN. 9.30P 30 CBS CS 99            |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 17.2      | 26        | 1441      | 1510      | 645 | 153   | 778       | 255       | 393       | 269              | 298 | 366                | 518        | 160 | 277 | 195 | 219 | 228 | 104 | 79  | 110 | 87  |
|                                      |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | B     | 18.2      | 27        | 1525      | 1664      | 732 | 277   | 842       | 264       | 411       | 366              | 341 | 373                | 530        | 171 | 272 | 250 | 221 | 221 | 149 | 79  | 143 | 109 |
| AMERICAN PARADE 3 195 199            |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| TUE. 8.00P 60 CBS DO 99 99           |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 11.1      | 17        | 930       | 1495      | 660 | 269   | 784       | 172       | 311       | 306              | 317 | 422                | 600        | 103 | 284 | 293 | 305 | 263 | 49  | 15  | 62  | 43  |
| 8.00 - 8.30                          |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | B     | 11.1      | 17        | 930       | 1539      | 681 | 274   | 776       | 179       | 314       | 312              | 320 | 411                | 600        | 111 | 265 | 282 | 291 | 281 | 94  | 34  | 69  | 41  |
| 8.30 - 9.00                          |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 10.8      | 17        | 905       | 1474      | 662 | 260   | 787       | 189       | 317       | 302              | 302 | 429                | 575        | 102 | 253 | 253 | 277 | 274 | 37  | 12  | 75  | 51  |
|                                      |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 11.5      | 17        | 964       | 1482      | 646 | 275   | 763       | 152       | 298       | 302              | 324 | 408                | 615        | 102 | 308 | 325 | 327 | 252 | 59  | 17  | 45  | 31  |
| AUTOMAN 5 199                        |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| 1 MON. 8.00P 60 ABC A 98             |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 14.1      | 21        | 1182      | 2073      | 726 | 209   | 778       | 278       | 425       | 354              | 311 | 270                | 645        | 282 | 454 | 377 | 286 | 177 | 259 | 79  | 391 | 238 |
| 8.00 - 8.30                          |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | B     | 13.7      | 20        | 1148      | 2119      | 694 | 245   | 751       | 303       | 475       | 428              | 310 | 219                | 638        | 301 | 450 | 375 | 250 | 157 | 226 | 70  | 504 | 339 |
| 8.30 - 9.00                          |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 13.6      | 21        | 1140      | 2072      | 745 | 203   | 783       | 280       | 427       | 358              | 304 | 278                | 632        | 284 | 450 | 369 | 272 | 174 | 247 | 69  | 410 | 229 |
|                                      |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 14.6      | 21        | 1223      | 2066      | 705 | 213   | 769       | 275       | 420       | 352              | 312 | 262                | 650        | 281 | 456 | 386 | 297 | 173 | 271 | 89  | 376 | 243 |
| BARBARA WALTERS SPECIAL(S) 206       |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| 2 MON. 8.00P 60 ABC CC 99            |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 22.1      | 34        | 1852      | 1608      | 842 | 334   | 920       | 262       | 482       | 453              | 386 | 366                | 527        | 167 | 254 | 279 | 239 | 199 | 102 | 49  | 59  | 28  |
| 8.00 - 8.30                          |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 21.4      | 33        | 1793      | 1611      | 837 | 333   | 912       | 245       | 471       | 449              | 392 | 377                | 512        | 151 | 243 | 274 | 239 | 198 | 105 | 47  | 82  | 33  |
| 8.30 - 9.00                          |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 22.8      | 34        | 1911      | 1601      | 846 | 335   | 925       | 274       | 491       | 457              | 384 | 355                | 539        | 180 | 264 | 280 | 242 | 200 | 99  | 52  | 38  | 25  |
| BENSON 25 204 204                    |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| FRI. 8.00P 30 ABC CS 98 99           |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 14.6      | 25        | 1223      | 1872      | 822 | 235   | 880       | 219       | 494       | 461              | 440 | 328                | 448        | 129 | 246 | 229 | 242 | 163 | 161 | 100 | 383 | 265 |
|                                      |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | B     | 16.3      | 27        | 1366      | 1748      | 757 | 280   | 848       | 256       | 450       | 419              | 384 | 339                | 505        | 160 | 279 | 262 | 235 | 191 | 144 | 84  | 251 | 167 |
| BOB HOPE'S-LAUGHS SP PT2(S) 201      |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       |       |           |           |           |           |     |       |           |           |           |                  |     |                    |            |     |     |     |     |     |     |     |     |     |
| 1 WED. 8.36P 60 NBC CV 99            |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 16.6      | 25        | 1391      | 1616      | 690 | 148   | 745       | 149       | 301       | 319              | 369 | 379                | 516        | 55  | 209 | 241 | 322 | 267 | 249 | 139 | 106 | 87  |
| 8.30 - 9.00                          |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 15.1      | 23        | 1265      | 1546      | 678 | 165   | 722       | 109       | 268       | 293              | 408 | 392                | 507        | 48  | 194 | 229 | 325 | 278 | 212 | 113 | 105 | 97  |
| 9.00 - 9.30                          |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 17.8      | 27        | 1492      | 1641      | 697 | 135   | 760       | 166       | 311       | 328              | 345 | 384                | 513        | 46  | 203 | 243 | 320 | 270 | 268 | 156 | 100 | 80  |
| 9.30 - 10.00                         |     |               |     |     |                       |  |      |                        |                   |   |                 |                          |                                       | A     | 16.7      | 25        | 1399      | 1718      | 689 | 153   | 742       | 203       | 357       | 349              | 335 | 316                | 560        | 130 | 300 | 273 | 327 | 215 | 276 | 145 | 140 | 80  |

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME                 |     |            |     |     |      |       |      |      |     | T/C THIS SEASON   |                   | NO. OF STATIONS & PROGRAM COVERAGE |                    | HOUSEHOLD AUDIENCES |       | AUDIENCE COMPOSITION  |       |       |      |       |       |       |       |       |     |       |       |       |       |       |     |                          |                            |     |     |     |     |
|------------------------------|-----|------------|-----|-----|------|-------|------|------|-----|-------------------|-------------------|------------------------------------|--------------------|---------------------|-------|---|-------|-------|------|-------|-------|-------|-------|-------|-----|-------|-------|-------|-------|-------|-----|--------------------------|----------------------------|-----|-----|-----|-----|
|                              |     |            |     |     |      |       |      |      |     |                   |                   |                                    |                    |                     |       | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |       |       |      |       |       |       |       |       |     |       |       |       |       |       |     |                          |                            |     |     |     |     |
| WK #                         | DAY | START TIME | DUR | NET | TYPE | PROG. | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+)                 | LADY OF HOUSE WOM. | TOTAL               | 18-34 | 18-49   | 25-54 | 35-64 | 55+  | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 |     |     |     |     |
| EVENING CONT'D               |     |            |     |     |      |       |      |      |     |                   |                   |                                    |                    |                     |       |   |       |       |      |       |       |       |       |       |     |       |       |       |       |       |     |                          |                            |     |     |     |     |
| BUFFALO BILL                 |     |            |     |     |      |       |      |      |     | 16                | 203               |                                    | A 12.2             | 20                  | 1022  | 1807  | 779   | 400   | 886  | 355   | 620   | 551   | 408   | 201   | 596 | 286   | 448   | 298   | 249   | 121   | 204 | 103                      | 121                        | 56  |     |     |     |
| 1 THU.                       |     |            |     |     |      |       |      |      |     | 9.30P             | 30                | NBC                                | CS                 | 99                  |       | B 12.7  | 19    | 1064  | 1636 | 717   | 318   | 808   | 360   | 542   | 470 | 322   | 217   | 573   | 275   | 415   | 360 | 229                      | 130                        | 148 | 92  | 107 | 68  |
| BUGS BUNNY EASTER SPECIAL(S) |     |            |     |     |      |       |      |      |     | 197               |                   |                                    | A 12.5             | 22                  | 1048  | 2409  | 736   | 204   | 761  | 364   | 523   | 436   | 282   | 185   | 655 | 308   | 504   | 460   | 323   | 132   | 268 | 133                      | 725                        | 344 |     |     |     |
| 2 SAT.                       |     |            |     |     |      |       |      |      |     | 8.00P             | 60                | CBS                                | EA                 | 98                  |       | A 11.9  | 22    | 997   | 2307 | 736   | 214   | 761   | 376   | 523   | 427 | 283   | 187   | 616   | 298   | 462   | 423 | 293                      | 138                        | 266 | 130 | 664 | 292 |
|                              |     |            |     |     |      |       |      |      |     | 8.00 - 8.30       |                   |                                    | A 13.1             | 23                  | 1098  | 2497  | 732   | 194   | 757  | 352   | 520   | 442   | 280   | 182   | 689 | 319   | 542   | 494   | 350   | 125   | 270 | 135                      | 781                        | 392 |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 8.30 - 9.00       |                   |                                    |                    |                     |       |   |       |       |      |       |       |       |       |       |     |       |       |       |       |       |     |                          |                            |     |     |     |     |
| CBS EVENING NEWS-RATHER      |     |            |     |     |      |       |      |      |     | 139               | 202               | 204                                | A 12.5             | 23                  | 1048  | 1443  | 676   | 193   | 736  | 145   | 274   | 254   | 289   | 429   | 570 | 109   | 215   | 226   | 268   | 313   | 62  | 34                       | 75                         | 34  |     |     |     |
| M-F                          |     |            |     |     |      |       |      |      |     | 6.30P             | 30                | CBS                                | N                  | 99                  | 99    | B 13.8  | 24    | 1156  | 1538 | 692   | 210   | 766   | 154   | 286   | 285 | 326   | 434   | 609   | 143   | 261   | 261 | 283                      | 302                        | 76  | 33  | 87  | 53  |
| CBS EVENING NEWS-DEAN        |     |            |     |     |      |       |      |      |     | 18                | 178               |                                    | A 7.9              | 16                  | 662   | 1476  | 619   | 289   | 722  | 121   | 193   | 209   | 304   | 470   | 544 | 82    | 223   | 271   | 297   | 273   | 70  | 36                       | 140                        | 57  |     |     |     |
| 1 SUN.                       |     |            |     |     |      |       |      |      |     | 6.08P             | 22                | CBS                                | N                  | 90                  |       | B 9.7   | 18    | 813   | 1613 | 692   | 223   | 754   | 150   | 299   | 299 | 347   | 408   | 678   | 181   | 315   | 310 | 313                      | 305                        | 90  | 42  | 91  | 54  |
| CBS EVENING NEWS-DEAN(B)     |     |            |     |     |      |       |      |      |     | 116               |                   |                                    | A 5.3              | 10                  | 444   | 1599  | 673   | 189   | 704  | 180   | 308   | 300   | 263   | 373   | 795 | 241   | 428   | 473   | 339   | 322   | 21  | LT                       | 79                         | LT  |     |     |     |
| 2 SUN.                       |     |            |     |     |      |       |      |      |     | 6.30P             | 30                | CBS                                | N                  | 54                  |       |   |       |       |      |       |       |       |       |       |     |       |       |       |       |       |     |                          |                            |     |     |     |     |
| CBS NCAA BSKBL CHAMPSHIPS(S) |     |            |     |     |      |       |      |      |     | 203               |                   |                                    | A 19.7             | 29                  | 1651  | 1523  | 416   | 200   | 428  | 74    | 208   | 256   | 276   | 169   | 876 | 325   | 564   | 540   | 423   | 234   | 131 | 16                       | 88                         | 74  |     |     |     |
| 1 MON.                       |     |            |     |     |      |       |      |      |     | 9.00P             | 131               | CBS                                | SE                 | 99                  |       |   |       |       |      |       |       |       |       |       |     |       |       |       |       |       |     |                          |                            |     |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 9.00 - 9.30       |                   |                                    | A 18.2             | 27                  | 1525  | 1517  | 427   | 215   | 444  | 59    | 208   | 247   | 284   | 197   | 843 | 303   | 531   | 516   | 410   | 238   | 133 | 34                       | 97                         | 68  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 9.30 - 10.00      |                   |                                    | A 18.9             | 28                  | 1584  | 1566  | 432   | 218   | 440  | 75    | 216   | 274   | 290   | 166   | 883 | 332   | 571   | 550   | 422   | 232   | 131 | 16                       | 112                        | 90  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 10.00 - 10.30     |                   |                                    | A 20.1             | 29                  | 1684  | 1532  | 413   | 197   | 420  | 75    | 204   | 259   | 273   | 161   | 889 | 341   | 587   | 551   | 418   | 230   | 130 | 13                       | 93                         | 85  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 10.30 - 11.00     |                   |                                    | A 21.2             | 32                  | 1777  | 1485  | 395   | 186   | 402  | 74    | 190   | 240   | 254   | 162   | 892 | 334   | 585   | 545   | 431   | 231   | 120 | 8                        | 71                         | 71  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 11.00 - 11.30     |                   |                                    | A 20.8             | 35                  | 1743  | 1514  | 406   | 181   | 451  | 98    | 239   | 256   | 286   | 167   | 872 | 294   | 509   | 536   | 469   | 248   | 158 | 10                       | 33                         | 33  |     |     |     |
| CBS NCAA CHMP-POST(S)        |     |            |     |     |      |       |      |      |     | 203               |                   |                                    | A 14.2             | 26                  | 1190  | 1370  | 409   | 174   | 459  | 76    | 210   | 240   | 291   | 197   | 747 | 229   | 392   | 451   | 400   | 239   | 143 | 25                       | 21                         | 21  |     |     |     |
| 1 MON.                       |     |            |     |     |      |       |      |      |     | 11.11P            | 11                | CBS                                | SC                 | 99                  |       |   |       |       |      |       |       |       |       |       |     |       |       |       |       |       |     |                          |                            |     |     |     |     |
| CBS SAT. NEWS-SCHIEFFER      |     |            |     |     |      |       |      |      |     | 20                | 163               | 161                                | A 9.8              | 20                  | 821   | 1460  | 705   | 194   | 752  | 119   | 279   | 255   | 310   | 446   | 580 | 209   | 238   | 200   | 156   | 314   | 37  | 11                       | 91                         | 62  |     |     |     |
| SAT.                         |     |            |     |     |      |       |      |      |     | 6.30P             | 30                | CBS                                | N                  | 89                  | 88    | B 10.1  | 19    | 846   | 1524 | 702   | 185   | 754   | 135   | 274   | 274 | 334   | 434   | 629   | 166   | 295   | 274 | 289                      | 294                        | 59  | 19  | 82  | 51  |
| CBS SPECIAL MOVIE PRESNT(S)  |     |            |     |     |      |       |      |      |     | 201               |                   |                                    | A 22.1             | 37                  | 1852  | 1436  | 670   | 202   | 748  | 195   | 379   | 372   | 368   | 304   | 589 | 176   | 314   | 326   | 319   | 226   | 64  | 9                        | 35                         | 15  |     |     |     |
| 1 THU.                       |     |            |     |     |      |       |      |      |     | 9.00P             | 120               | CBS                                | FF                 | 99                  |       |   |       |       |      |       |       |       |       |       |     |       |       |       |       |       |     |                          |                            |     |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 9.00 - 9.30       |                   |                                    | A 22.5             | 35                  | 1886  | 1515  | 651   | 200   | 732  | 194   | 376   | 367   | 358   | 286   | 630 | 188   | 333   | 343   | 336   | 242   | 79  | 17                       | 74                         | 46  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 9.30 - 10.00      |                   |                                    | A 22.6             | 36                  | 1894  | 1417  | 651   | 198   | 720  | 192   | 380   | 390   | 348   | 277   | 605 | 180   | 330   | 338   | 324   | 232   | 57  | 10                       | 35                         | 12  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 10.00 - 10.30     |                   |                                    | A 22.2             | 38                  | 1860  | 1416  | 689   | 207   | 769  | 211   | 394   | 381   | 374   | 311   | 555 | 173   | 301   | 309   | 301   | 208   | 77  | 6                        | 15                         | LT  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 10.30 - 11.00     |                   |                                    | A 21.2             | 38                  | 1777  | 1375  | 683   | 198   | 765  | 185   | 366   | 351   | 386   | 337   | 553 | 167   | 290   | 309   | 303   | 212   | 41  | LT                       | 16                         | LT  |     |     |     |
| CBS SPECIAL MOVIE PRES(S)    |     |            |     |     |      |       |      |      |     | 195               |                   |                                    | A 12.6             | 19                  | 1056  | 1756  | 895   | 305   | 927  | 339   | 604   | 548   | 418   | 279   | 612 | 293   | 437   | 369   | 202   | 166   | 110 | 64                       | 107                        | 66  |     |     |     |
| 2 MON.                       |     |            |     |     |      |       |      |      |     | 9.00P             | 120               | CBS                                | FF                 | 99                  |       |   |       |       |      |       |       |       |       |       |     |       |       |       |       |       |     |                          |                            |     |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 9.00 - 9.30       |                   |                                    | A 13.3             | 19                  | 1115  | 1791  | 855   | 287   | 889  | 276   | 555   | 503   | 433   | 291   | 585 | 234   | 397   | 353   | 242   | 161   | 147 | 106                      | 170                        | 107 |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 9.30 - 10.00      |                   |                                    | A 12.6             | 18                  | 1056  | 1748  | 885   | 322   | 915  | 352   | 586   | 514   | 390   | 280   | 608 | 276   | 440   | 369   | 213   | 161   | 105 | 56                       | 120                        | 66  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 10.00 - 10.30     |                   |                                    | A 12.6             | 19                  | 1056  | 1771  | 949   | 327   | 979  | 388   | 662   | 593   | 423   | 276   | 645 | 324   | 471   | 393   | 200   | 174   | 84  | 45                       | 63                         | 44  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 10.30 - 11.00     |                   |                                    | A 12.1             | 20                  | 1014  | 1672  | 874   | 276   | 906  | 331   | 605   | 576   | 424   | 263   | 605 | 343   | 436   | 356   | 142   | 169   | 96  | 46                       | 65                         | 45  |     |     |     |
| CBS WEDNESDAY NIGHT MOVIE    |     |            |     |     |      |       |      |      |     | 25                | 191               |                                    | A 11.5             | 20                  | 964   | 1537  | 742   | 225   | 830  | 285   | 483   | 462   | 424   | 293   | 570 | 118   | 304   | 315   | 327   | 228   | 67  | 28                       | 70                         | 41  |     |     |     |
| 1 WED.                       |     |            |     |     |      |       |      |      |     | 9.37P             | 120               | CBS                                | FF                 | 97                  |       | B 12.7  | 20    | 1064  | 1621 | 707   | 251   | 775   | 253   | 443   | 410 | 376   | 274   | 610   | 227   | 398   | 347 | 294                      | 177                        | 141 | 60  | 95  | 61  |
|                              |     |            |     |     |      |       |      |      |     | 9.30 - 10.00      |                   |                                    | A 9.9              | 15                  | 830   | 1582  | 657   | 223   | 780  | 239   | 452   | 425   | 406   | 271   | 549 | 117   | 296   | 320   | 320   | 201   | 146 | 83                       | 107                        | 58  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 10.00 - 10.30     |                   |                                    | A 10.7             | 17                  | 897   | 1512  | 699   | 254   | 830  | 277   | 467   | 450   | 434   | 313   | 541 | 101   | 283   | 294   | 312   | 223   | 64  | 26                       | 77                         | 51  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 10.30 - 11.00     |                   |                                    | A 11.6             | 21                  | 972   | 1537  | 776   | 243   | 871  | 326   | 529   | 503   | 412   | 296   | 555 | 123   | 306   | 309   | 321   | 222   | 52  | 13                       | 59                         | 35  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 11.00 - 11.30     |                   |                                    | A 13.2             | 26                  | 1106  | 1549  | 806   | 205   | 858  | 294   | 498   | 474   | 452   | 298   | 608 | 127   | 321   | 334   | 338   | 244   | 39  | 18                       | 44                         | 26  |     |     |     |
|                              |     |            |     |     |      |       |      |      |     | 11.30 - 12.00     |                   |                                    | A 12.4             | 28                  | 1039  | 1460  | 691   | 153   | 691  | 213   | 358   | 369   | 355   | 275   | 597 | 114   | 310   | 296   | 366   | 267   | 57  | 15                       | 115                        | 62  |     |     |     |
| CHEERS                       |     |            |     |     |      |       |      |      |     | 17                | 205               | 207                                | A 15.2             | 24                  | 1274  | 1769  | 732   | 326   | 817  | 320   | 523   | 486   | 349   | 239   | 547 | 274   | 416   | 340   | 225   | 94    | 243 | 128                      | 162                        | 93  |     |     |     |
| THU.                         |     |            |     |     |      |       |      |      |     | 9.00P             | 30                | NBC                                | CS                 | 99                  | 99    | B 16.3  | 24    | 1366  | 1741 | 721   | 311   | 822   | 345   | 526   | 451 | 320   | 251   | 589   | 279   | 411   | 346 | 235                      | 143                        | 181 | 110 | 149 | 97  |



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME            |     |            |     |     | T/C THIS SEASON |      | NO. OF STATIONS & PROGRAM COVERAGE |        | HOUSEHOLD AUDIENCES |              | AUDIENCE COMPOSITION  |                    |                          |      |       |        |        |        |        |     |       |        |        |        | TEENS (12-17) |      | CHILDREN (2-11) |            |      |      |
|-------------------------|-----|------------|-----|-----|-----------------|------|------------------------------------|--------|---------------------|--------------|---|--------------------|--------------------------|------|-------|--------|--------|--------|--------|-----|-------|--------|--------|--------|---------------|------|-----------------|------------|------|------|
|                         |     |            |     |     |                 |      |                                    |        |                     |              | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |                    |                          |      |       |        |        |        |        |     |       |        |        |        |               |      |                 |            |      |      |
| WK #                    | DAY | START TIME | DUR | NET | TYPE            | WK 1 | WK 2                               | K E Y  | AVG. AUD. %         | AVG. SHARE % | AVG. AUD. (0,000)   | TOTAL PERSONS (2+) | LADY WORK- OF HOUSE WOM. | ING  | TOTAL | 18- 34 | 18- 49 | 25- 54 | 35- 64 | 55+ | TOTAL | 18- 34 | 18- 49 | 25- 54 | 35- 64        | 55+  | TOTAL FEM.      | TOTAL 6-11 |      |      |
| EVENING CONT'D          |     |            |     |     |                 |      |                                    |        |                     |              |   |                    |                          |      |       |        |        |        |        |     |       |        |        |        |               |      |                 |            |      |      |
| DALLAS                  |     |            |     |     | 26              | 205  | 207                                |        | A 25.6              | 42           | 2145  | 1679               | 853                      | 322  | 950   | 294    | 473    | 435    | 404    | 409 | 541   | 161    | 267    | 274    | 257           | 217  | 100             | 51^        | 88   | 58   |
| FRI. 9.00P 60 CBS GD    |     |            |     |     | 99              | 99   |                                    | B 25.7 | 40                  | 2154         | 1713  | 865                | 307                      | 957  | 310   | 479    | 444    | 392    | 409    | 505 | 170   | 266    | 247    | 217    | 205           | 97   | 54              | 154        | 94   |      |
| 9.00 - 9.30             |     |            |     |     |                 |      |                                    | A 25.0 | 41                  | 2095         | 1692  | 845                | 318                      | 946  | 295   | 469    | 423    | 397    | 413    | 538 | 164   | 262    | 271    | 252    | 218           | 112  | 61              | 96         | 64   |      |
| 9.30 - 10.00            |     |            |     |     |                 |      |                                    | A 26.2 | 43                  | 2196         | 1661  | 858                | 324                      | 952  | 293   | 477    | 443    | 410    | 407    | 538 | 156   | 268    | 276    | 263    | 214           | 88   | 40^             | 83         | 51^  |      |
| DIANA(S)                |     |            |     |     |                 |      | 199                                |        | A 17.0              | 30           | 1425  | 1760               | 794                      | 304  | 885   | 461    | 645    | 479    | 304    | 220 | 595   | 313    | 468    | 345    | 227           | 100^ | 175             | 96^        | 105^ | 61^  |
| 2 THU. 10.00P 60 CBS GV |     |            |     |     |                 |      | 99                                 |        | A 18.2              | 31           | 1525  | 1731               | 762                      | 276  | 846   | 436    | 595    | 445    | 280    | 234 | 566   | 293    | 435    | 315    | 211           | 111^ | 219             | 110^       | 100^ | 57^  |
| 10.00 - 10.30           |     |            |     |     |                 |      |                                    | A 15.8 | 29                  | 1324         | 1785  | 831                | 337                      | 930  | 489   | 703    | 518    | 334    | 205    | 626 | 335   | 503    | 379    | 241    | 92^           | 122^ | 79^             | 107^       | 66^  |      |
| 10.30 - 11.00           |     |            |     |     |                 |      |                                    |        |                     |              |   |                    |                          |      |       |        |        |        |        |     |       |        |        |        |               |      |                 |            |      |      |
| DIFFRENT STROKES-SAT.   |     |            |     |     | 26              | 200  | 200                                |        | A 12.6              | 23           | 1056  | 2079               | 717                      | 176  | 811   | 235    | 474    | 418    | 370    | 300 | 478   | 167    | 293    | 272    | 218           | 145  | 289             | 117        | 501  | 415  |
| SAT. 8.00P 30 NBC CS    |     |            |     |     | 97              | 95   |                                    | B 15.1 | 26                  | 1265         | 1986  | 704                | 242                      | 772  | 244   | 411    | 381    | 322    | 312    | 499 | 173   | 288    | 270    | 232    | 165           | 253  | 132             | 462        | 325  |      |
| DOMESTIC LIFE           |     |            |     |     | 4               |      | 198                                |        | A 15.1              | 23           | 1265  | 1672               | 690                      | 204  | 784   | 202    | 410    | 371    | 351    | 336 | 563   | 109^   | 259    | 279    | 316           | 259  | 86^             | 74^        | 239  | 203  |
| 2 SUN. 8.30P 30 CBS CS  |     |            |     |     |                 |      | 99                                 |        | B 13.6              | 20           | 1140  | 1596               | 723                      | 254  | 802   | 234    | 371    | 351    | 334    | 373 | 539   | 156    | 257    | 250    | 256           | 233  | 94              | 60         | 161  | 121  |
| DOUBLE TROUBLE          |     |            |     |     | 2               | 196  | 195                                |        | A 13.3              | 21           | 1115  | 1676               | 679                      | 230  | 759   | 294    | 469    | 407    | 307    | 237 | 529   | 249    | 382    | 293    | 223           | 121  | 261             | 125        | 127  | 98^  |
| 1 WED. 10.06P 30 NBC CS |     |            |     |     | 98              | 98   |                                    | B 13.3 | 21                  | 1115         | 1676  | 679                | 230                      | 759  | 294   | 469    | 407    | 307    | 237    | 529 | 249   | 382    | 293    | 223    | 121           | 261  | 125             | 127        | 98   |      |
| 2 WED. 9.30P 30         |     |            |     |     |                 |      |                                    |        |                     |              |   |                    |                          |      |       |        |        |        |        |     |       |        |        |        |               |      |                 |            |      |      |
| DUCK FACTORY            |     |            |     |     | 1               |      | 204                                |        | A 13.9              | 22           | 1165  | 1639               | 680                      | 236  | 735   | 301    | 473    | 447    | 300    | 221 | 486   | 268    | 379    | 345    | 172^          | 68^  | 237             | 96^        | 181^ | 126^ |
| 2 THU. 9.30P 30 NBC CS  |     |            |     |     |                 |      | 99                                 |        | B 13.9              | 22           | 1165  | 1639               | 680                      | 236  | 735   | 301    | 473    | 447    | 300    | 221 | 486   | 268    | 379    | 345    | 172           | 68   | 237             | 96         | 181  | 126  |
| DUKES OF HAZZARD        |     |            |     |     | 23              |      | 201                                |        | A 13.7              | 24           | 1148  | 1861               | 573                      | 199^ | 696   | 214    | 322    | 276    | 311    | 349 | 615   | 176^   | 331    | 302    | 304           | 256  | 135^            | 82^        | 415  | 264  |
| 2 FRI. 8.00P 60 CBS CS  |     |            |     |     |                 |      | 98                                 |        | B 17.0              | 28           | 1425  | 1975               | 673                      | 202  | 752   | 241    | 347    | 305    | 300    | 361 | 575   | 180    | 300    | 267    | 268           | 243  | 167             | 72         | 481  | 278  |

|                              |        |    |      |      |     |      |     |      |      |      |      |     |     |      |     |     |      |      |      |      |     |      |
|------------------------------|--------|----|------|------|-----|------|-----|------|------|------|------|-----|-----|------|-----|-----|------|------|------|------|-----|------|
| 8.00 - 8.30                  | A 12.9 | 23 | 1081 | 1925 | 570 | 186^ | 680 | 214  | 322  | 287  | 296  | 327 | 633 | 182^ | 360 | 340 | 320  | 243  | 141^ | 81^  | 471 | 298  |
| 8.30 - 9.00                  | A 14.4 | 24 | 1207 | 1812 | 576 | 211  | 712 | 214  | 324  | 265  | 324  | 369 | 600 | 170^ | 306 | 270 | 290  | 268  | 131^ | 82^  | 369 | 235  |
| DUKES OF HAZZARD(B)          | A 9.7  | 17 | 813  | 1936 | 556 | 139^ | 687 | 222^ | 276^ | 240^ | 209^ | 352 | 650 | 259^ | 371 | 340 | 205^ | 252^ | 189^ | 57^  | 410 | 240^ |
| 1 SAT. 8.00P                 | A 9.5  | 17 | 796  | 1937 | 561 | 128^ | 680 | 223^ | 269^ | 227^ | 203^ | 351 | 660 | 257^ | 377 | 349 | 198^ | 255^ | 204^ | 53^  | 393 | 240^ |
| 8.00 - 8.30                  | A 9.9  | 17 | 830  | 1922 | 548 | 148^ | 690 | 223^ | 285  | 249^ | 213^ | 352 | 638 | 261^ | 363 | 329 | 210^ | 248^ | 170^ | 58^  | 424 | 240^ |
| 8.30 - 9.00                  |        |    |      |      |     |      |     |      |      |      |      |     |     |      |     |     |      |      |      |      |     |      |
| DYNASTY                      | A 22.6 | 35 | 1894 | 1629 | 836 | 376  | 964 | 347  | 552  | 504  | 427  | 309 | 511 | 189  | 291 | 271 | 223  | 187  | 94   | 51^  | 60^ | 35^  |
| 1 WED. 9.38P                 | B 24.1 | 36 | 2020 | 1689 | 852 | 350  | 961 | 367  | 570  | 500  | 409  | 315 | 510 | 203  | 313 | 276 | 219  | 165  | 122  | 71   | 96  | 62   |
| 2 WED. 9.00P                 |        |    |      |      |     |      |     |      |      |      |      |     |     |      |     |     |      |      |      |      |     |      |
| 9.00 - 9.30                  | A 21.3 | 32 | 1785 | 1742 | 880 | 406  | 999 | 346  | 559  | 572  | 453  | 313 | 562 | 196  | 317 | 282 | 260  | 207  | 143  | 55^  | 38^ | 24^  |
| 9.30 - 10.00                 | A 22.4 | 34 | 1877 | 1645 | 834 | 377  | 959 | 346  | 548  | 501  | 416  | 310 | 525 | 199  | 299 | 278 | 222  | 193  | 96   | 56^  | 65  | 41^  |
| 10.00 - 10.30                | A 24.0 | 38 | 2011 | 1524 | 810 | 353  | 943 | 347  | 553  | 454  | 422  | 303 | 459 | 175  | 265 | 253 | 192  | 168  | 54^  | 42^  | 68^ | 38^  |
| 10.30 - 11.00                | A 23.7 | 40 | 1986 | 1474 | 798 | 341  | 932 | 346  | 545  | 443  | 406  | 306 | 450 | 158  | 249 | 231 | 211  | 177  | 41^  | 30^  | 51^ | 29^  |
| '84 VOTE:NY PRIMRY- 9:02P(S) | A 13.5 | 20 | 1131 | 1886 | 792 | 266  | 845 | 294  | 518  | 411  | 358  | 312 | 534 | 185^ | 300 | 258 | 245  | 208  | 257  | 114^ | 250 | 194^ |
| 1 TUE. 9.02P                 |        |    |      |      |     |      |     |      |      |      |      |     |     |      |     |     |      |      |      |      |     |      |
| '84 VOTE:PA PRIMRY- 8:06P(S) | A 13.5 | 23 | 1131 | 1744 | 631 | 219  | 694 | 240  | 387  | 334  | 323  | 256 | 579 | 211  | 321 | 277 | 290  | 214  | 213  | 128^ | 258 | 118^ |
| 2 TUE. 8.06P                 |        |    |      |      |     |      |     |      |      |      |      |     |     |      |     |     |      |      |      |      |     |      |
| FACTS OF LIFE                | A 14.8 | 22 | 1240 | 1719 | 682 | 207  | 734 | 279  | 435  | 364  | 299  | 246 | 549 | 217  | 366 | 299 | 261  | 153  | 265  | 143  | 171 | 120  |
| 1 WED. 9.36P                 | B 17.4 | 26 | 1458 | 1773 | 701 | 244  | 789 | 282  | 473  | 406  | 338  | 272 | 507 | 193  | 320 | 270 | 221  | 158  | 274  | 155  | 203 | 136  |
| 2 WED. 9.00P                 |        |    |      |      |     |      |     |      |      |      |      |     |     |      |     |     |      |      |      |      |     |      |
| FALCON CREST                 | A 21.2 | 38 | 1777 | 1534 | 829 | 296  | 933 | 236  | 436  | 433  | 450  | 428 | 530 | 172  | 273 | 258 | 244  | 209  | 52^  | 19^  | 19^ | 10^  |
| FRI. 10.00P                  | B 22.0 | 37 | 1844 | 1578 | 841 | 292  | 936 | 278  | 456  | 433  | 410  | 402 | 464 | 144  | 234 | 219 | 208  | 197  | 93   | 49   | 85  | 63   |
| 10.00 - 10.30                | A 21.4 | 38 | 1793 | 1532 | 827 | 297  | 928 | 237  | 426  | 429  | 443  | 430 | 532 | 170  | 273 | 256 | 247  | 210  | 51^  | 19^  | 21^ | 10^  |
| 10.30 - 11.00                | A 20.9 | 39 | 1751 | 1540 | 830 | 296  | 941 | 234  | 447  | 439  | 459  | 427 | 530 | 177  | 277 | 259 | 239  | 210  | 53^  | 19^  | 16^ | 12^  |



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME                     |     |            |     |     |      |      |      |     |                   | T/C THIS SEASON   |                    | NO. OF STATIONS & PROGRAM COVERAGE |   | HOUSEHOLD AUDIENCES |       | AUDIENCE COMPOSITION |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
|----------------------------------|-----|------------|-----|-----|------|------|------|-----|-------------------|-------------------|--------------------|------------------------------------|---|---------------------|-------|----------------------|-------|-------|-----|-------|-------|-------|---------------|-------|-----------------|------------|------------|--|--|--|--|
| WK #                             | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM.           | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |                     |       |                      |       |       |     |       |       |       | TEENS (12-17) |       | CHILDREN (2-11) |            |            |  |  |  |  |
|                                  |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   | TOTAL               | 18-34 | 18-49                | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54         | 35-64 | 55+             | TOTAL FEM. | TOTAL 6-11 |  |  |  |  |
| EVENING CONT'D                   |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| FALL GUY                         |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 1 WED. 8.38P 60 ABC A 26 203 208 |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 2 WED. 8.00P 60 ABC A 99 99      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 8.00 - 8.30                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 8.30 - 9.00                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 9.00 - 9.30                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 9.30 - 10.00                     |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| FAMILY TIES                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| THU. 8.30P 30 NBC CS 15 201 199  |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| THU. 8.30P 30 NBC CS 97 98       |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| FANTASY ISLAND                   |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| SAT. 10.00P 60 ABC A 22 207 207  |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 10.00 - 10.30                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 10.30 - 11.00                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| FATHER MURPHY                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| SUN. 7.00P 60 NBC GD 2 149 154   |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| SUN. 7.00 - 7.30                 |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 7.30 - 8.00                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| FOUL UPS, BLEEPs-BLUNDERS        |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| TUE. 8.00P 30 ABC U 12 204 194   |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| TUE. 8.00P 30 ABC U 98 95        |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| GEORGE WASHINGTON PT. I(S)       |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 202                              |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
|                                  |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
|                                  |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 1 SUN. 8.00P 180 CBS GD 99       |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 8.00 - 8.30                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 8.30 - 9.00                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 9.00 - 9.30                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 9.30 - 10.00                     |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 10.00 - 10.30                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 10.30 - 11.00                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| GEORGE WASHINGTON PT.II(S)       |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 2 TUE. 9.00P 120 CBS GD 202 99   |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 9.00 - 9.30                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 9.30 - 10.00                     |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 10.00 - 10.30                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 10.30 - 11.00                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| GEORGE WASHINGTON PT.III(S)      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 2 WED. 8.00P 180 CBS GD 202 99   |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 8.00 - 8.30                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 8.30 - 9.00                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 9.00 - 9.30                      |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 9.30 - 10.00                     |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 10.00 - 10.30                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 10.30 - 11.00                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| GIMME A BREAK                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| THU. 8.00P 30 NBC CS 25 201 195  |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| THU. 8.00P 30 NBC CS 97 97       |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| HART TO HART                     |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| TUE. 10.00P 60 ABC PD 24 205 205 |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 10.00 - 10.30                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |
| 10.30 - 11.00                    |     |            |     |     |      |      |      |     |                   |                   |                    |                                    |   |                     |       |                      |       |       |     |       |       |       |               |       |                 |            |            |  |  |  |  |

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME                        |  |            |     |     |      |       |      |      |     | T/C THIS SEASON   |                           | NO. OF STATIONS & PROGRAM COVERAGE |                             | HOUSEHOLD AUDIENCES   |       | AUDIENCE COMPOSITION |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
|-------------------------------------|--|------------|-----|-----|------|-------|------|------|-----|-------------------|---------------------------|------------------------------------|-----------------------------|---|-------|----------------------|-------|-------|-----|-------|-------|-------|-------|---------------|-----|-----------------|------|-------|------|--|--|
| WK # DAY                            |  | START TIME | DUR | NET | TYPE | PROG. | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | AVG. AUD. SHARE % (0.000) | TOTAL PERSONS (2+)                 | LADY WORK-ING OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |       |                      |       |       |     |       |       |       |       | TEENS (12-17) |     | CHILDREN (2-11) |      |       |      |  |  |
|                                     |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             | TOTAL   | 18-34 | 18-49                | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64         | 55+ | TOTAL           | FEM. | TOTAL | 6-11 |  |  |
| EVENING CONT'D                      |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| HILL STREET BLUES 30 NBC 25 211 213 |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| THU. 10.00P 60 NBC OP 99 99         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 10.00 - 10.30                       |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 10.30 - 11.00                       |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| HOMEMADE COMEDY SPECIAL(S) 201      |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 1 SUN. 10.00P 60 NBC PV 98          |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 10.00 - 10.30                       |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 10.30 - 11.00                       |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| HOTEL 25 201 206                    |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 1 WED. 10.38P 60 ABC GD 98 99       |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 2 WED. 10.00P 60                    |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 10.00 - 10.30                       |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 10.30 - 11.00                       |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 11.00 - 11.30                       |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 11.30 - 12.00                       |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| JEFFERSONS 20 198                   |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 2 SUN. 9.00P 30 CBS CS 99           |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| JENNIFER SLEPT HERE 1 196           |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 2 SAT. 8.30P 30 NBC CS 97           |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| KNIGHT RIDER 24 198                 |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 1 SUN. 8.00P 120 NBC A 95           |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 8.00 - 8.30                         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 8.30 - 9.00                         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 9.00 - 9.30                         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 9.30 - 10.00                        |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| KNIGHT RIDER-SPECIAL(S) 41 169      |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 2 FRI. 9.00P 60 NBC A 92            |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 9.00 - 9.30                         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 9.30 - 10.00                        |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| LOVE BOAT 26 206 199                |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 1 SAT. 9.00P 60 ABC CS 99 99        |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 2 SAT. 8.00P 120                    |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 8.00 - 8.30                         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 8.30 - 9.00                         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 9.00 - 9.30                         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 9.30 - 10.00                        |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| MAGIC-DAVID COPPERFIELD(S) 200      |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 1 FRI. 8.00P 60 CBS GV 98           |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 8.00 - 8.30                         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 8.30 - 9.00                         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| MAGNUM, P.I. 27 206 205             |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| THU. 8.00P 60 CBS PD 99 99          |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 8.00 - 8.30                         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 8.30 - 9.00                         |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| MAMA MALONE 4 189                   |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |
| 1 WED. 9.07P 30 CBS CS 98           |  |            |     |     |      |       |      |      |     |                   |                           |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |      |       |      |  |  |



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME               |               | I/C<br>THIS<br>SEASON |     | NO. OF<br>STATIONS<br>&<br>PROGRAM<br>COVERAGE |      | HOUSEHOLD<br>AUDIENCES |      | AUDIENCE COMPOSITION  |                      |  |    |       |           |           |                  |           |                  |       |           |           |                  |                  |                  |                    |            |                  |                  |                  |                  |                  |                  |
|----------------------------|---------------|-----------------------|-----|--|------|------------------------|------|---|----------------------|--|----|-------|-----------|-----------|------------------|-----------|------------------|-------|-----------|-----------|------------------|------------------|------------------|--------------------|------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                            |               |                       |     |  |      |                        |      | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |                      |  |    |       |           |           |                  |           |                  |       |           |           |                  |                  |                  |                    |            |                  |                  |                  |                  |                  |                  |
|                            |               |                       |     |  |      |                        |      | TOTAL   |                      | LADY WORK-<br>PERSONS OF<br>HOUSE WOM. |    | WOMEN |           |           |                  |           | MEN              |       |           |           |                  | TEENS<br>(12-17) |                  | CHILDREN<br>(2-11) |            |                  |                  |                  |                  |                  |                  |
| WK<br>#                    | DAY           | START<br>TIME         | DUR | NET  | TYPE | WK 1                   | WK 2 | AVG.<br>AUD. SHARE<br>%                                     | AVG.<br>AUD. (0,000) | TOTAL<br>PERSONS<br>(2+)               |    | TOTAL | 18-<br>34 | 18-<br>49 | 25-<br>54        | 35-<br>64 | 55+              | TOTAL | 18-<br>34 | 18-<br>49 | 25-<br>54        | 35-<br>64        | 55+              | TOTAL FEM.         | TOTAL 6-11 |                  |                  |                  |                  |                  |                  |
| EVENING CONT'D             |               |                       |     |  |      |                        |      |   |                      |  |    |       |           |           |                  |           |                  |       |           |           |                  |                  |                  |                    |            |                  |                  |                  |                  |                  |                  |
| MAMA'S FAMILY              |               |                       |     |  |      | 14                     | 199  | 197   |                      | A 11.9                                 | 21 | 997   | 1955      | 789       | 235              | 852       | 307              | 500   | 395       | 377       | 303              | 545              | 213              | 354                | 329        | 252              | 150              | 310              | 116 <sup>A</sup> | 248              | 205              |
| SAT.                       | 9.30P         | 30                    |     | NBC  | CS   |                        | 97   | 98  |                      | B 12.7                                 | 21 | 1064  | 1869      | 739       | 263              | 812       | 279              | 449   | 409       | 357       | 307              | 536              | 198              | 322                | 294        | 249              | 175              | 222              | 116              | 299              | 233              |
| MASQUERADE                 |               |                       |     |  |      | 3                      | 196  | 200   |                      | A 9.8                                  | 16 | 821   | 1790      | 727       | 242              | 770       | 213              | 464   | 440       | 494       | 242              | 727              | 240              | 503                | 401        | 414              | 211              | 145              | 95 <sup>A</sup>  | 148              | 103 <sup>A</sup> |
| FRI.                       | 9.00P         | 60                    |     | ABC  | A    |                        | 98   | 99  |                      | B 11.6                                 | 19 | 972   | 1776      | 738       | 260              | 790       | 219              | 476   | 449       | 488       | 254              | 723              | 202              | 437                | 378        | 411              | 247              | 159              | 75               | 104              | 67               |
|                            | 9.00 - 9.30   |                       |     |  |      |                        |      |   |                      | A 9.9                                  | 16 | 830   | 1752      | 718       | 225              | 758       | 203              | 450   | 428       | 491       | 250              | 678              | 222              | 462                | 371        | 385              | 204              | 154              | 97 <sup>A</sup>  | 162              | 113 <sup>A</sup> |
|                            | 9.30 - 10.00  |                       |     |  |      |                        |      |   |                      | A 9.7                                  | 16 | 813   | 1817      | 728       | 257              | 770       | 216              | 472   | 448       | 494       | 229              | 772              | 256              | 543                | 429        | 442              | 218              | 139 <sup>A</sup> | 95 <sup>A</sup>  | 136 <sup>A</sup> | 92 <sup>A</sup>  |
| MASTER                     |               |                       |     |  |      | 7                      | 195  | 187   |                      | A 10.4                                 | 18 | 872   | 2075      | 827       | 233              | 872       | 285              | 503   | 475       | 423       | 318              | 630              | 249              | 423                | 377        | 288              | 166              | 212              | 81 <sup>A</sup>  | 361              | 257              |
| FRI.                       | 8.00P         | 60                    |     | NBC  | A    |                        | 97   | 92  |                      | B 11.0                                 | 18 | 922   | 1996      | 709       | 235              | 759       | 244              | 435   | 419       | 387       | 270              | 684              | 269              | 463                | 400        | 323              | 181              | 214              | 76               | 339              | 229              |
|                            | 8.00 - 8.30   |                       |     |  |      |                        |      |   |                      | A 10.2                                 | 18 | 855   | 2047      | 844       | 235              | 895       | 287              | 504   | 477       | 430       | 334              | 600              | 233              | 383                | 330        | 268              | 176              | 207              | 78 <sup>A</sup>  | 345              | 237              |
|                            | 8.30 - 9.00   |                       |     |  |      |                        |      |   |                      | A 10.6                                 | 18 | 888   | 2088      | 808       | 226              | 846       | 282              | 501   | 474       | 415       | 297              | 658              | 265              | 462                | 420        | 299              | 159              | 213              | 82 <sup>A</sup>  | 371              | 273              |
| MATT HOUSTON               |               |                       |     |  |      | 23                     | 199  | 200   |                      | A 11.6                                 | 21 | 972   | 1533      | 688       | 292              | 713       | 173              | 386   | 438       | 423       | 223              | 622              | 177              | 432                | 384        | 373              | 170              | 148              | 82 <sup>A</sup>  | 50 <sup>A</sup>  | 39 <sup>A</sup>  |
| FRI.                       | 10.00P        | 60                    |     | ABC  | PD   |                        | 99   | 99  |                      | B 15.5                                 | 27 | 1299  | 1632      | 706       | 266              | 759       | 245              | 473   | 460       | 413       | 230              | 609              | 211              | 400                | 370        | 318              | 170              | 137              | 64               | 127              | 94               |
|                            | 10.00 - 10.30 |                       |     |  |      |                        |      |   |                      | A 11.4                                 | 20 | 955   | 1566      | 703       | 299              | 725       | 180              | 395   | 443       | 435       | 221              | 631              | 169              | 433                | 380        | 387              | 180              | 149              | 82 <sup>A</sup>  | 61 <sup>A</sup>  | 48 <sup>A</sup>  |
|                            | 10.30 - 11.00 |                       |     |  |      |                        |      |   |                      | A 11.8                                 | 22 | 989   | 1493      | 671       | 278              | 701       | 168              | 380   | 431       | 412       | 224              | 608              | 182              | 427                | 382        | 357              | 160              | 146              | 80 <sup>A</sup>  | 38 <sup>A</sup>  | 31 <sup>A</sup>  |
| MIKE HAMMER                |               |                       |     |  |      | 10                     | 202  | 200   |                      | A 15.3                                 | 29 | 1282  | 1658      | 645       | 216              | 733       | 217              | 410   | 380       | 377       | 275              | 718              | 241              | 496                | 483        | 394              | 177              | 111              | 37 <sup>A</sup>  | 96               | 69 <sup>A</sup>  |
| SAT.                       | 10.00P        | 60                    |     | CBS  | PD   |                        | 98   | 98  |                      | B 15.6                                 | 28 | 1307  | 1670      | 677       | 246              | 737       | 214              | 428   | 419       | 389       | 259              | 708              | 230              | 469                | 441        | 383              | 204              | 117              | 42               | 108              | 81               |
|                            | 10.00 - 10.30 |                       |     |  |      |                        |      |   |                      | A 15.2                                 | 28 | 1274  | 1670      | 654       | 213              | 739       | 230              | 412   | 376       | 369       | 280              | 711              | 245              | 492                | 473        | 381              | 177              | 127              | 41 <sup>A</sup>  | 93               | 60 <sup>A</sup>  |
|                            | 10.30 - 11.00 |                       |     |  |      |                        |      |   |                      | A 15.4                                 | 29 | 1291  | 1637      | 634       | 219              | 725       | 205              | 406   | 381       | 383       | 270              | 722              | 234              | 497                | 489        | 406              | 179              | 96               | 30 <sup>A</sup>  | 94               | 78 <sup>A</sup>  |
| MISS TEEN USA(S)           |               |                       |     |  |      | 195                    |      |   |                      | A 16.0                                 | 25 | 1341  | 1475      | 625       | 219              | 763       | 204              | 316   | 307       | 320       | 361              | 475              | 115 <sup>A</sup> | 277                | 258        | 244              | 170 <sup>A</sup> | 146 <sup>A</sup> | 90 <sup>A</sup>  | 91 <sup>A</sup>  | 61 <sup>A</sup>  |
| 1 TUE. 9.00P 121 CBS AC 99 |               |                       |     |  |      |                        |      |   |                      |  |    |       |           |           |                  |           |                  |       |           |           |                  |                  |                  |                    |            |                  |                  |                  |                  |                  |                  |
|                            | 9.00 - 9.30   |                       |     |  |      |                        |      |   |                      | A 14.0                                 | 21 | 1173  | 1512      | 583       | 184 <sup>A</sup> | 707       | 168 <sup>A</sup> | 263   | 276       | 279       | 368              | 457              | 56 <sup>A</sup>  | 239                | 277        | 282              | 180 <sup>A</sup> | 164 <sup>A</sup> | 108 <sup>A</sup> | 184 <sup>A</sup> | 111 <sup>A</sup> |
|                            | 9.30 - 10.00  |                       |     |  |      |                        |      |   |                      | A 16.0                                 | 24 | 1341  | 1403      | 610       | 196              | 741       | 179              | 279   | 279       | 305       | 382              | 448              | 78 <sup>A</sup>  | 252                | 258        | 255              | 173              | 143 <sup>A</sup> | 89 <sup>A</sup>  | 71 <sup>A</sup>  | 46 <sup>A</sup>  |
|                            | 10.00 - 10.30 |                       |     |  |      |                        |      |   |                      | A 16.8                                 | 27 | 1408  | 1489      | 648       | 248              | 788       | 210              | 341   | 332       | 352       | 356              | 490              | 145 <sup>A</sup> | 308                | 255        | 239              | 159 <sup>A</sup> | 146 <sup>A</sup> | 91 <sup>A</sup>  | 65 <sup>A</sup>  | 52 <sup>A</sup>  |
|                            | 10.30 - 11.00 |                       |     |  |      |                        |      |   |                      | A 17.1                                 | 30 | 1433  | 1518      | 655       | 246              | 812       | 249              | 372   | 337       | 343       | 346              | 506              | 170              | 307                | 250        | 211              | 172              | 140 <sup>A</sup> | 78 <sup>A</sup>  | 60 <sup>A</sup>  | 51 <sup>A</sup>  |
| MVIE OF THE WEEK-FRI(S)    |               |                       |     |  |      | 169                    |      |   |                      | A 8.7                                  | 15 | 729   | 1930      | 660       | 125 <sup>A</sup> | 678       | 266 <sup>A</sup> | 506   | 519       | 359       | 128 <sup>A</sup> | 613              | 297 <sup>A</sup> | 507                | 456        | 297 <sup>A</sup> | 69 <sup>v</sup>  | 257 <sup>A</sup> | 93 <sup>A</sup>  | 382              | 277 <sup>A</sup> |
| 1 FRI.                     | 9.00P         | 120                   |     | NBC  | FF   |                        | 92   |   |                      | A 9.0                                  | 15 | 754   | 1926      | 721       | 113 <sup>A</sup> | 738       | 302 <sup>A</sup> | 530   | 558       | 370       | 153 <sup>A</sup> | 537              | 218 <sup>A</sup> | 428                | 416        | 294 <sup>A</sup> | 77 <sup>v</sup>  | 291 <sup>A</sup> | 118 <sup>A</sup> | 360              | 248 <sup>A</sup> |
|                            | 9.00 - 9.30   |                       |     |  |      |                        |      |   |                      | A 8.8                                  | 14 | 737   | 2058      | 697       | 115 <sup>A</sup> | 716       | 302 <sup>A</sup> | 537   | 564       | 361       | 121 <sup>A</sup> | 548              | 222 <sup>A</sup> | 434                | 418        | 307 <sup>A</sup> | 70 <sup>v</sup>  | 303 <sup>A</sup> | 120 <sup>A</sup> | 491              | 331              |
|                            | 9.30 - 10.00  |                       |     |  |      |                        |      |   |                      | A 8.9                                  | 16 | 746   | 1908      | 603       | 130 <sup>A</sup> | 622       | 244 <sup>A</sup> | 482   | 475       | 336       | 115 <sup>A</sup> | 702              | 391              | 614                | 527        | 300 <sup>A</sup> | 53 <sup>v</sup>  | 216 <sup>A</sup> | 81 <sup>A</sup>  | 368              | 282 <sup>A</sup> |
|                            | 10.00 - 10.30 |                       |     |  |      |                        |      |   |                      | A 8.0                                  | 15 | 670   | 1830      | 623       | 148 <sup>A</sup> | 637       | 214 <sup>A</sup> | 476   | 479       | 375       | 125 <sup>A</sup> | 679              | 364              | 569                | 468        | 291 <sup>A</sup> | 79 <sup>v</sup>  | 211 <sup>A</sup> | 50 <sup>v</sup>  | 303 <sup>A</sup> | 248 <sup>A</sup> |
|                            | 10.30 - 11.00 |                       |     |  |      |                        |      |   |                      | A 15.2                                 | 23 | 1274  | 1630      | 578       | 198              | 663       | 246              | 399   | 334       | 256       | 231              | 562              | 220              | 378                | 292        | 267              | 151              | 244              | 136              | 161              | 114              |
| NBC MONDAY NIGHT MOVIES    |               |                       |     |  |      | 21                     | 198  | 194   |                      | B 18.2                                 | 28 | 1525  | 1637      | 771       | 283              | 860       | 310              | 521   | 467       | 381       | 280              | 543              | 196              | 352                | 316        | 261              | 158              | 144              | 82               | 90               | 57               |
| MON.                       | 9.00P         | 120                   |     | NBC  | FF   |                        | 98   | 97  |                      | A 15.5                                 | 22 | 1299  | 1680      | 620       | 209              | 687       | 262              | 414   | 350       | 263       | 243              | 526              | 207              | 336                | 255        | 238              | 160              | 256              | 153              | 211              | 156              |
|                            | 9.00 - 9.30   |                       |     |  |      |                        |      |   |                      | A 15.6                                 | 23 | 1307  | 1677      | 610       | 213              | 686       | 266              | 424   | 357       | 254       | 229              | 553              | 209              | 364                | 287        | 265              | 152              | 269              | 135              | 169              | 115              |
|                            | 9.30 - 10.00  |                       |     |  |      |                        |      |   |                      | A 15.3                                 | 23 | 1282  | 1623      | 546       | 182              | 640       | 229              | 381   | 321       | 248       | 228              | 598              | 247              | 422                | 325        | 278              | 145              | 248              | 140              | 137              | 99               |
|                            | 10.00 - 10.30 |                       |     |  |      |                        |      |   |                      | A 14.4                                 | 23 | 1207  | 1534      | 536       | 185              | 639       | 228              | 382   | 309       | 257       | 227              | 580              | 218              | 396                | 300        | 295              | 152              | 194              | 112              | 121              | 85 <sup>A</sup>  |
|                            | 10.30 - 11.00 |                       |     |  |      |                        |      |   |                      | A 13.4                                 | 20 | 1123  | 1933      | 678       | 246              | 752       | 242              | 419   | 406       | 361       | 273              | 589              | 222              | 392                | 324        | 284              | 174              | 219              | 101              | 373              | 260              |
| NBC NEWS DIGEST-M-F        |               |                       |     |  |      | 139                    | 183  | 179   |                      | B 13.3                                 | 20 | 1115  | 1879      | 680       | 251              | 761       | 253              | 430   | 394       | 350       | 279              | 614              | 227              | 383                | 329        | 280              | 195              | 202              | 93               | 302              | 199              |
| 1 MTHF                     | 8.58P         | 1                     |     | NBC  | N    |                        | 89   | 86  |                      |  |    |       |           |           |                  |           |                  |       |           |           |                  |                  |                  |                    |            |                  |                  |                  |                  |                  |                  |
| TUE.                       | 8.57P         | 2                     |     |  |      |                        |      |   |                      |  |    |       |           |           |                  |           |                  |       |           |           |                  |                  |                  |                    |            |                  |                  |                  |                  |                  |                  |
| 1 WED.                     | 9.34P         | 1                     |     |  |      |                        |      |   |                      |  |    |       |           |           |                  |           |                  |       |           |           |                  |                  |                  |                    |            |                  |                  |                  |                  |                  |                  |
| 2 MTHF                     | 8.58P         | 1                     |     |  |      |                        |      |   |                      |  |    |       |           |           |                  |           |                  |       |           |           |                  |                  |                  |                    |            |                  |                  |                  |                  |                  |                  |
| NBC NEWS DIGEST-2-M-F      |               |                       |     |  |      | 67                     | 177  | 192   |                      | A 12.1                                 | 19 | 1014  | 1657      | 663       | 206              | 734       | 257              | 433   | 406       | 310       | 247              | 535              | 202              | 356                | 300        | 274              | 139              | 196              | 75               | 192              | 127              |
| 1 MON.                     | 9.47P         | 1                     |     | NBC  | N    |                        | 91   | 92  |                      | B 12.4                                 | 19 | 1039  | 1720      | 736       | 283              | 819       | 310              | 508   | 464       | 364       | 253              | 578              | 236              | 389                | 332        | 263              | 156              | 170              | 88               | 153              | 98               |
| 1 WED.                     | 10.34P        | 1                     |     |  |      |                        |      |   |                      |  |    |       |           |           |                  |           |                  |       |           |           |                  |                  |                  |                    |            |                  |                  |                  |                  |                  |                  |
| 1 FRI.                     | 9.54P         | 1                     |     |  |      |                        |      |   |                      |  |    |       |           |           |                  |           |                  |       |           |           |                  |                  |                  |                    |            |                  |                  |                  |                  |                  |                  |
| CONT'D                     |               |                       |     |  |      |                        |      |   |                      |  |    |       |           |           |                  |           |                  |       |           |           |                  |                  |                  |                    |            |                  |                  |                  |                  |                  |                  |

KEY: A = CURRENT REPORT B = SEASON



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME                        |     |               |     |        |            |      |      |     |        | T/C THIS SEASON   |                   | NO. OF STATIONS & PROGRAM COVERAGE |                             | HOUSEHOLD AUDIENCES   |       | AUDIENCE COMPOSITION |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
|-------------------------------------|-----|---------------|-----|--------|------------|------|------|-----|--------|-------------------|-------------------|------------------------------------|-----------------------------|---|-------|----------------------|-------|-------|-----|-----|-----|-------|----------|--------------------------|----------|----------------------------|----------|-------|-------|-------|-----|--|--|
| WK #                                | DAY | START TIME    | DUR | NET    | PROG. TYPE | WK 1 | WK 2 |     |        | AVG. AUD. SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+)                 | LADY WORK-ING OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |       |                      |       |       |     |     |     |       |          | TEENS (12-17) TOTAL FEM. |          | CHILDREN (2-11) TOTAL 6-11 |          |       |       |       |     |  |  |
|                                     |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             | TOTAL   | 18-34 | WOMEN                |       |       |     |     |     | TOTAL | 18-34    | MEN                      |          |                            |          |       |       |       |     |  |  |
|                                     |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       | 18-49                | 25-54 | 35-64 | 55+ |     |     | 18-49 | 25-54    | 35-64                    | 55+      |                            |          | 18-49 | 25-54 | 35-64 | 55+ |  |  |
| EVENING CONT'D                      |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| NBC NEWS DIGEST-2--CONT'D           |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| 2 TUE.                              |     | 9.57P         | 2   |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| 2 THU.                              |     | 9.58P         | 1   |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| NBC NEWS DIGEST-SAT                 |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| SAT.                                |     | 8.58P         | 1   | NBC N  |            | 28   | 184  | 179 | A 10.4 | 18                | 872               | 2132                               | 714                         | 233   | 808   | 264                  | 524   | 459   | 365 | 258 | 497 | 160   | 345      | 318                      | 266      | 117^                       | 299      | 165   | 528   | 422   |     |  |  |
|                                     |     |               |     |        |            |      | 90   | 88  | B 11.7 | 19                | 980               | 1981                               | 694                         | 241   | 765   | 240                  | 422   | 379   | 339 | 295 | 525 | 176   | 305      | 284                      | 248      | 174                        | 238      | 123   | 453   | 320   |     |  |  |
| NBC NEWS DIGEST-2-SAT.              |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| 2 SAT.                              |     | 9.58P         | 1   | NBC N  |            | 11   |      | 182 | A 8.3  | 15                | 696               | 1851                               | 817                         | 245^  | 826   | 213^                 | 443   | 397   | 387 | 342 | 535 | 172^  | 331      | 309^                     | 264^180^ | 304^                       | 87^      | 186^  | 162^  |       |     |  |  |
|                                     |     |               |     |        |            |      |      | 93  | B 9.8  | 16                | 821               | 1884                               | 713                         | 278   | 797   | 277                  | 437   | 397   | 341 | 307 | 605 | 217   | 362      | 328                      | 284      | 194                        | 221      | 100   | 261   | 220   |     |  |  |
| NBC NEWS DIGEST-SUN                 |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| 1 SUN.                              |     | 9.01P         | 1   | NBC N  |            | 28   | 183  | 187 | A 13.6 | 20                | 1140              | 2021                               | 762                         | 281   | 812   | 252                  | 412   | 394   | 362 | 317 | 673 | 224   | 402      | 384                      | 328      | 204                        | 274      | 110   | 262   | 189   |     |  |  |
| 2 SUN.                              |     | 9.09P         | 1   |        |            |      | 90   | 93  | B 14.3 | 20                | 1198              | 2040                               | 685                         | 269   | 776   | 290                  | 486   | 432   | 353 | 237 | 655 | 249   | 441      | 386                      | 308      | 175                        | 232      | 102   | 377   | 250   |     |  |  |
| NBC NEWS DIGEST-2-SUN.              |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| 1 SUN.                              |     | 9.58P         | 1   | NBC N  |            | 15   | 190  |     | A 12.9 | 19                | 1081              | 1944                               | 738                         | 289   | 766   | 309                  | 433   | 372   | 319 | 239 | 696 | 266   | 425      | 424                      | 307      | 212^                       | 267      | 63^   | 215   | 149^  |     |  |  |
|                                     |     |               |     |        |            |      | 91   |     | B 13.6 | 20                | 1140              | 1802                               | 740                         | 298   | 815   | 292                  | 503   | 450   | 397 | 256 | 665 | 263   | 456      | 402                      | 317      | 166                        | 211      | 83    | 111   | 77    |     |  |  |
| NBC NIGHTLY NEWS-SAT.               |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| SAT.                                |     | 6.30P         | 30  | NBC N  |            | 25   | 166  | 163 | A 8.5  | 17                | 712               | 1456                               | 686                         | 255   | 758   | 157^                 | 292   | 342   | 313 | 416 | 643 | 78^   | 218      | 281                      | 331      | 333                        | 16^      | 11^   | 39^   | 24^   |     |  |  |
|                                     |     |               |     |        |            |      | 90   | 90  | B 8.7  | 17                | 729               | 1490                               | 666                         | 223   | 744   | 133                  | 273   | 276   | 323 | 426 | 598 | 122   | 248      | 258                      | 274      | 303                        | 75       | 39    | 73    | 47    |     |  |  |
| NBC NIGHTLY NEWS-SUN                |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| SUN.                                |     | 6.30P         | 30  | NBC N  |            | 15   | 170  | 168 | A 7.4  | 14                | 620               | 1308                               | 588                         | 211   | 661   | 142^                 | 287   | 302   | 272 | 327 | 522 | 72^   | 170^251  | 264                      | 262      | 33^                        | 17       | 92^   | 52^   |       |     |  |  |
|                                     |     |               |     |        |            |      | 88   | 87  | B 7.3  | 13                | 612               | 1528                               | 644                         | 229   | 714   | 138                  | 291   | 293   | 348 | 361 | 614 | 142   | 280      | 297                      | 327      | 265                        | 87       | 20    | 113   | 68    |     |  |  |
| NBC NIGHTLY NEWS                    |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| M-F                                 |     | 6.30P         | 30  | NBC N  |            | 139  | 205  | 205 | A 10.3 | 19                | 863               | 1565                               | 631                         | 219   | 742   | 136                  | 285   | 264   | 346 | 417 | 635 | 191   | 333      | 274                      | 270      | 269                        | 71       | 24^   | 117   | 92    |     |  |  |
|                                     |     |               |     |        |            |      | 99   | 99  | B 11.2 | 20                | 939               | 1564                               | 687                         | 222   | 768   | 150                  | 313   | 301   | 360 | 407 | 623 | 163   | 294      | 270                      | 281      | 287                        | 77       | 30    | 96    | 64    |     |  |  |
| NBC SUNDAY NIGHT MOVIE              |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| 2 SUN.                              |     | 8.00P         | 180 | NBC FF |            | 21   | 205  |     | A 12.2 | 19                | 1022              | 1925                               | 793                         | 335   | 861   | 235                  | 453   | 460   | 418 | 351 | 577 | 184^  | 379      | 312                      | 301      | 179^                       | 239      | 135^  | 248   | 152^  |     |  |  |
|                                     |     |               |     |        |            |      | 99   |     | B 16.7 | 25                | 1399              | 1799                               | 736                         | 296   | 813   | 289                  | 509   | 462   | 393 | 252 | 683 | 266   | 467      | 408                      | 333      | 171                        | 179      | 78    | 124   | 79    |     |  |  |
|                                     |     | 8.00 - 8.30   |     |        |            |      |      |     | A 10.9 | 17                | 913               | 2003                               | 767                         | 335   | 843   | 224^                 | 478   | 482   | 421 | 323 | 589 | 174^  | 371      | 299                      | 301      | 196^                       | 241^129^ | 330   | 160^  |       |     |  |  |
|                                     |     | 8.30 - 9.00   |     |        |            |      |      |     | A 12.1 | 18                | 1014              | 2004                               | 784                         | 345   | 874   | 224^                 | 445   | 459   | 417 | 379 | 573 | 160^  | 365      | 313                      | 301      | 190^                       | 275      | 157^  | 282   | 178^  |     |  |  |
|                                     |     | 9.00 - 9.30   |     |        |            |      |      |     | A 12.7 | 19                | 1064              | 1998                               | 833                         | 355   | 907   | 242                  | 464   | 482   | 444 | 371 | 596 | 192^  | 390      | 308                      | 294      | 192^                       | 254      | 154^  | 241   | 151^  |     |  |  |
|                                     |     | 9.30 - 10.00  |     |        |            |      |      |     | A 12.7 | 19                | 1064              | 1912                               | 786                         | 334   | 855   | 239                  | 450   | 461   | 413 | 336 | 572 | 207^  | 383      | 293                      | 288      | 174^                       | 258      | 153^  | 227   | 156^  |     |  |  |
|                                     |     | 10.00 - 10.30 |     |        |            |      |      |     | A 12.4 | 20                | 1039              | 1860                               | 805                         | 323   | 853   | 240                  | 450   | 452   | 420 | 344 | 575 | 195^  | 394      | 327                      | 305      | 164^                       | 217^118^ | 215^  | 137^  |       |     |  |  |
|                                     |     | 10.30 - 11.00 |     |        |            |      |      |     | A 12.3 | 21                | 1031              | 1791                               | 778                         | 314   | 825   | 238                  | 433   | 427   | 390 | 343 | 564 | 176^  | 374      | 335                      | 313      | 159^                       | 198^101^ | 204^  | 134^  |       |     |  |  |
| NEWSBREAK-M-F                       |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| 1 M & TH                            |     | 8.58P         | 1   | CBS N  |            | 138  | 184  | 192 | A 15.3 | 23                | 1282              | 1656                               | 661                         | 238   | 751   | 217                  | 376   | 348   | 325 | 328 | 571 | 173   | 304      | 283                      | 274      | 229                        | 126      | 63    | 208   | 135   |     |  |  |
| 1 TUE.                              |     | 9.00P         | 1   |        |            |      | 92   | 94  | B 15.7 | 23                | 1316              | 1778                               | 742                         | 252   | 825   | 256                  | 414   | 378   | 355 | 360 | 557 | 185   | 311      | 285                      | 260      | 210                        | 148      | 72    | 248   | 156   |     |  |  |
| 1 WED.                              |     | 9.04P         | 2   |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| 1 FRI.                              |     | 8.57P         | 2   |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| 2 M-F                               |     | 8.58P         | 1   |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| NEWSBREAK-SAT.                      |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| SAT.                                |     | 8.58P         | 1   | CBS N  |            | 27   | 177  | 185 | A 11.3 | 19                | 947               | 2128                               | 667                         | 167   | 740   | 255                  | 381   | 357   | 275 | 289 | 617 | 259   | 415      | 366                      | 279      | 183                        | 210      | 90^   | 561   | 300   |     |  |  |
|                                     |     |               |     |        |            |      | 89   | 95  | B 10.7 | 18                | 897               | 1990                               | 697                         | 231   | 766   | 267                  | 430   | 386   | 336 | 284 | 619 | 250   | 398      | 354                      | 277      | 186                        | 194      | 86    | 411   | 240   |     |  |  |
| NEWSBREAK-SUN.                      |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| 1 SUN.                              |     | 8.52P         | 1   | CBS N  |            | 28   | 193  | 186 | A 16.8 | 25                | 1408              | 1754                               | 708                         | 264   | 812   | 214                  | 405   | 370   | 379 | 361 | 645 | 142   | 310      | 333                      | 354      | 275                        | 92       | 62^   | 205   | 173   |     |  |  |
| 2 SUN.                              |     | 8.58P         | 1   |        |            |      | 95   | 95  | B 17.0 | 24                | 1425              | 1717                               | 757                         | 299   | 841   | 237                  | 403   | 385   | 388 | 374 | 585 | 180   | 302      | 289                      | 282      | 231                        | 109      | 61    | 182   | 125   |     |  |  |
| ONE DAY AT A TIME                   |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| 1 WED.                              |     | 8.37P         | 30  | CBS CS |            | 4    | 186  |     | A 10.0 | 15                | 838               | 1755                               | 683                         | 290   | 792   | 302                  | 460   | 388   | 275 | 288 | 418 | 142^  | 202^228^ | 183^151^                 | 307      | 190^                       | 238^     | 187^  |       |       |     |  |  |
|                                     |     |               |     |        |            |      | 95   |     | B 12.1 | 19                | 1014              | 1661                               | 713                         | 254   | 804   | 278                  | 429   | 376   | 322 | 325 | 411 | 135   | 205      | 186                      | 184      | 166                        | 201      | 128   | 245   | 191   |     |  |  |
| PEOPLE ARE FUNNY                    |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
| SAT.                                |     | 9.00P         | 30  | NBC PV |            | 4    | 199  | 199 | A 12.8 | 22                | 1073              | 2112                               | 828                         | 255   | 877   | 311                  | 551   | 457   | 390 | 281 | 574 | 224   | 384      | 363                      | 279      | 143                        | 321      | 125   | 340   | 302   |     |  |  |
|                                     |     |               |     |        |            |      | 97   | 98  | B 14.1 | 24                | 1182              | 2037                               | 758                         | 247   | 813   | 279                  | 468   | 411   | 342 | 304 | 567 | 225   | 361      | 342                      | 260      | 159                        | 285      | 129   | 372   | 307   |     |  |  |
| PEOPLE DO-CRAZIEST THINGS(S) CONT'D |     |               |     |        |            |      |      |     |        |                   |                   |                                    |                             |   |       |                      |       |       |     |     |     |       |          |                          |          |                            |          |       |       |       |     |  |  |
|                                     |     |               |     |        |            | 200  |      |     | A 19.5 | 29                | 1634              | 2073                               | 713                         | 258   | 783   | 275                  | 483   | 468   | 359 | 251 | 749 | 278   | 492      | 466                      | 384      | 193                        | 293      | 144   | 248   | 167   |     |  |  |

| PROGRAM NAME              |      |               |     |     |      |      |      |     |             | T/C THIS SEASON |                   | NO. OF STATIONS & PROGRAM COVERAGE |                             | HOUSEHOLD AUDIENCES   |       | AUDIENCE COMPOSITION |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|---------------------------|------|---------------|-----|-----|------|------|------|-----|-------------|-----------------|-------------------|------------------------------------|-----------------------------|---|-------|----------------------|-------|-------|-----|-------|-------|-------|-------|---------------|-----|-----------------|------------|--|--|--|--|
| WK #                      | DAY  | START TIME    | DUR | NET | TYPE | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE %    | AVG. AUD. (0,000) | TOTAL PERSONS (2+)                 | LADY WORK-ING OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |       |                      |       |       |     |       |       |       |       | TEENS (12-17) |     | CHILDREN (2-11) |            |  |  |  |  |
|                           |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             | TOTAL   | 18-34 | 18-49                | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64         | 55+ | TOTAL FEM.      | TOTAL 6-11 |  |  |  |  |
| EVENING CONT'D            |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| PEOPLE DO-CRAZIEST-CONT'D |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| 1                         | SUN. | 8.00P         | 60  | ABC | U    | 99   |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 8.00 - 8.30   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 8.30 - 9.00   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| REAL PEOPLE               |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| 2                         | WED. | 8.00P         | 60  | NBC | PV   | 98   | 25   | 196 |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 8.00 - 8.30   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 8.30 - 9.00   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| REMINGTON STEELE          |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           | TUE. | 10.00P        | 60  | NBC | PD   | 98   | 12   | 199 | 201         |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 10.00 - 10.30 |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 10.30 - 11.00 |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| RIPTIDE                   |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           | TUE. | 9.00P         | 60  | NBC | PD   | 97   | 12   | 196 | 200         |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 9.00 - 9.30   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 9.30 - 10.00  |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| RIPLEY'S BELIEVE IT-NOT   |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| 1                         | SUN. | 7.00P         | 60  | ABC | U    | 94   | 23   | 182 |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 7.00 - 7.30   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 7.30 - 8.00   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| ST. ELSEWHERE             |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| 1                         | WED. | 10.36P        | 60  | NBC | GD   | 98   | 21   | 206 | 206         |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 10.00 - 10.30 |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 10.30 - 11.00 |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 11.00 - 11.30 |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 11.30 - 12.00 |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| SCARECROW & MRS. KING     |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           | MON. | 8.00P         | 60  | CBS | GD   | 99   | 23   | 201 | 203         |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 8.00 - 8.30   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 8.30 - 9.00   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| SHAPING UP                |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           | TUE. | 9.30P         | 30  | ABC | CS   | 98   | 4    | 201 | 205         |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| SILVER SPOONS             |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| 1                         | SAT. | 8.30P         | 30  | NBC | CS   | 97   | 22   | 197 |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| SIMON & SIMON             |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| 2                         | THU. | 9.00P         | 60  | CBS | PD   | 99   | 25   | 202 |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 9.00 - 9.30   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 9.30 - 10.00  |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| 60 MINUTES                |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           | SUN. | 7.00P         | 60  | CBS | DN   | 99   | 30   | 206 | 206         |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 7.00 - 7.30   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      | 7.30 - 8.00   |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| SUZANNE PLESSETTE SHOW    |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
| 2                         | SUN. | 8.00P         | 30  | CBS | CS   | 98   | 6    | 196 |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |
|                           |      |               |     |     |      |      |      |     |             |                 |                   |                                    |                             |   |       |                      |       |       |     |       |       |       |       |               |     |                 |            |  |  |  |  |



| PROGRAM NAME                |      |               |        |        |      |      |      |     |                   | T/C THIS SEASON |                   | NO. OF STATIONS & PROGRAM COVERAGE |                             | HOUSEHOLD AUDIENCES   |       | AUDIENCE COMPOSITION |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |      |     |     |     |     |      |      |
|-----------------------------|------|---------------|--------|--------|------|------|------|-----|-------------------|-----------------|-------------------|------------------------------------|-----------------------------|---|-------|----------------------|-------|-------|------|-------|-------|-------|-------|---------------|------|-----------------|------------|------|------|------|------|------|-----|-----|-----|-----|------|------|
| WK #                        | DAY  | START TIME    | DUR    | NET    | TYPE | WK 1 | WK 2 | KEY | AVG. AUD. SHARE % | AVG. AUD. %     | AVG. AUD. (0,000) | TOTAL PERSONS (2+)                 | LADY WORK-ING OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |       |                      |       |       |      |       |       |       |       | TEENS (12-17) |      | CHILDREN (2-11) |            |      |      |      |      |      |     |     |     |     |      |      |
|                             |      |               |        |        |      |      |      |     |                   |                 |                   |                                    |                             | TOTAL   | 18-34 | 18-49                | 25-54 | 35-64 | 55+  | TOTAL | 18-34 | 18-49 | 25-54 | 35-64         | 55+  | TOTAL FEM.      | TOTAL 6-11 |      |      |      |      |      |     |     |     |     |      |      |
| EVENING CONT'D              |      |               |        |        |      |      |      |     |                   |                 |                   |                                    |                             |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |      |     |     |     |     |      |      |
| T.J. HOOKER                 |      |               |        |        |      | 25   | 202  |     | A                 | 15.3            | 27                | 1282                               | 1699                        | 747   | 238   | 842                  | 243   | 423   | 417  | 394   | 356   | 579   | 110^  | 299           | 301  | 345             | 243        | 180^ | 84^  | 98^  | 42^  |      |     |     |     |     |      |      |
| 1                           | SAT. | 8.00P         | 60     | ABC    | OP   |      | 99   |     | B                 | 16.2            | 27                | 1358                               | 1777                        | 736   | 273   | 814                  | 213   | 394   | 385  | 398   | 358   | 622   | 173   | 333           | 313  | 316             | 250        | 135  | 63   | 206  | 133  |      |     |     |     |     |      |      |
|                             |      | 8.00 - 8.30   |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 14.6  | 26    | 1223                 | 1760  | 756   | 244  |       |       |       | 595   | 116^          | 315  | 321             | 364        | 241  | 198  | 96^  | 112^ | 58   |     |     |     |     |      |      |
|                             |      | 8.30 - 9.00   |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 16.0  | 27    | 1341                 | 1635  | 741   | 231  |       |       |       | 559   | 101^          | 281  | 284             | 327        | 241  | 159^ | 72^  | 86^  | 29^  |     |     |     |     |      |      |
| TV BLOOPERS & PRAC. JOKES   |      |               |        |        |      | 13   | 208  | 206 |                   | A               | 18.8              | 28                                 | 1575                        | 1906  | 654   | 247                  | 732   | 238   | 450  | 418   | 361   | 240   | 637   | 263           | 422  | 350             | 292        | 170  | 244  | 130  | 293  | 209  |     |     |     |     |      |      |
|                             |      | MON.          | 8.00P  | 60     | NBC  | CV   |      | 99  |                   | B               | 20.3              | 29                                 | 1701                        | 1883  | 694   | 269                  | 776   | 292   | 465  | 418   | 339   | 251   | 624   | 245           | 405  | 356             | 292        | 177  | 226  | 108  | 257  | 169  |     |     |     |     |      |      |
|                             |      | 8.00 - 8.30   |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 18.1  | 28    | 1517                 | 1954  | 670   | 250  |       |       |       | 643   | 274           | 418  | 342             | 383        | 176  | 249  | 128  | 316  | 226  |     |     |     |     |      |      |
|                             |      | 8.30 - 9.00   |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 19.6  | 29    | 1642                 | 1843  | 635   | 241  |       |       |       | 623   | 248           | 420  | 354             | 297        | 164  | 237  | 130  | 270  | 193  |     |     |     |     |      |      |
| TV GRST CEN COMM BLOOPER(S) |      |               |        |        |      |      | 194  |     | A                 | 10.8            | 20                | 905                                | 1593                        | 618   | 184^  | 673                  | 251^  | 501   | 459  | 405   | 125^  | 566   | 193^  | 397           | 368  | 287             | 169^       | 167^ | 79^  | 187^ | 121^ |      |     |     |     |     |      |      |
|                             |      | 2             | FRI.   | 10.00P | 60   | NBC  | CV   |     | A                 | 10.9            | 19                | 913                                | 1658                        | 613   | 179^  | 678                  | 267   | 515   | 457  | 394   | 118^  | 571   | 213^  | 408           | 383  | 278             | 163^       | 186^ | 87^  | 223^ | 144^ |      |     |     |     |     |      |      |
|                             |      | 10.00 - 10.30 |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 10.7  | 20    | 897                  | 1515  | 622   | 187^ |       |       |       | 556   | 171^          | 382  | 352             | 294        | 174^ | 143^ | 69^  | 151^ | 95^  |     |     |     |     |      |      |
|                             |      | 10.30 - 11.00 |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 11.3  | 18    | 947                  | 1872  | 713   | 262  |       |       |       | 625   | 211           | 361  | 306             | 281        | 228  | 229  | 103^ | 211  | 138  |     |     |     |     |      |      |
| THAT'S INCREDIBLE           |      |               |        |        |      | 3    | 202  | 202 |                   | A               | 11.1              | 18                                 | 930                         | 1884  | 771   | 281                  | 844   | 247   | 458  | 427   | 399   | 313   | 574   | 184           | 329  | 277             | 268        | 212  | 240  | 108  | 226  | 158  |     |     |     |     |      |      |
|                             |      | THU.          | 8.00P  | 60     | ABC  | PV   |      | 95  |                   | A               | 11.0              | 18                                 | 922                         | 1884  | 724   | 271                  | 821   | 249   | 422  | 381   | 356   | 320   | 623   | 211           | 350  | 309             | 282        | 235  | 235  | 108^ | 205  | 135  |     |     |     |     |      |      |
|                             |      | 8.00 - 8.30   |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 11.6  | 18    | 972                  | 1854  | 700   | 250  |       |       |       | 624   | 213           | 367  | 297             | 272        | 222  | 224  | 101^ | 215  | 139  |     |     |     |     |      |      |
|                             |      | 8.30 - 9.00   |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 16.8  | 25    | 1408                 | 1892  | 762   | 241  |       |       |       | 581   | 259           | 375  | 331             | 240        | 161  | 266  | 135  | 215  | 158  |     |     |     |     |      |      |
| THREE'S COMPANY             |      |               |        |        |      | 24   | 204  | 203 |                   | B               | 17.0              | 25                                 | 1425                        | 1791  | 699   | 266                  | 792   | 321   | 495  | 408   | 330   | 244   | 544   | 218           | 349  | 304             | 238        | 156  | 235  | 138  | 220  | 157  |     |     |     |     |      |      |
|                             |      | TUE.          | 9.00P  | 30     | ABC  | CS   |      | 99  |                   | A               | 15.8              | 26                                 | 1324                        | 1492  | 661   | 130^                 | 765   | 227   | 342  | 248   | 273   | 384   | 558   | 174^          | 306  | 252             | 253        | 230  | 95^  | 81^  | 74^  | 61^  |     |     |     |     |      |      |
| TRAPPER JOHN, M.D.          |      |               |        |        |      | 22   | 199  |     | A                 | 15.8            | 26                | 1324                               | 1492                        | 661   | 130^  | 765                  | 227   | 342   | 248  | 273   | 384   | 558   | 174^  | 306           | 252  | 253             | 230        | 95^  | 81^  | 74^  | 61^  |      |     |     |     |     |      |      |
| 2 SUN. 10.00P 60 CBS GD 99  |      |               |        |        |      |      |      |     |                   |                 |                   |                                    |                             |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |      |     |     |     |     |      |      |
|                             |      | 10.00 - 10.30 |        |        |      |      |      |     |                   |                 |                   |                                    | B                           | 17.0  | 28    | 1425                 | 1499  | 752   | 269  |       |       |       | 856   | 258           | 414  | 378             | 361        | 390  | 492  | 169  | 273  | 243  | 218 | 186 | 89  | 50  |      |      |
|                             |      | 10.30 - 11.00 |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 16.0  | 25    | 1341                 | 1474  | 662   | 127^ |       |       |       | 769   | 231           | 345  | 255             | 270        | 384  | 541  | 154^ | 282  | 231  | 252 | 236 | 98^ | 83^ | 66^  | 54^  |
|                             |      |               |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 15.5  | 26    | 1299                 | 1510  | 664   | 131^ |       |       |       | 764   | 221           | 339  | 244             | 280        | 385  | 573  | 194  | 327  | 273  | 253 | 222 | 90^ | 78^ | 83^  | 67^  |
| 20/20                       |      |               |        |        |      | 26   | 202  | 202 |                   | A               | 15.0              | 27                                 | 1257                        | 1465  | 764   | 307                  | 815   | 192   | 450  | 452   | 475   | 300   | 529   | 109           | 255  | 255             | 291        | 224  | 86^  | 44^  | 35^  | 35^  |     |     |     |     |      |      |
|                             |      | THU.          | 10.00P | 60     | ABC  | DN   |      | 99  |                   | B               | 14.4              | 24                                 | 1207                        | 1518  | 725   | 271                  | 780   | 208   | 426  | 420   | 423   | 287   | 614   | 172           | 342  | 346             | 322        | 213  | 84   | 37   | 40   | 28   |     |     |     |     |      |      |
|                             |      | 10.00 - 10.30 |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 14.9  | 25    | 1249                 | 1476  | 767   | 312  |       |       |       | 815   | 198           | 450  | 446             | 469        | 301  | 523  | 114  | 258  | 250  | 283 | 217 | 99  | 55^ | 39^  | 39^  |
|                             |      | 10.30 - 11.00 |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 15.1  | 28    | 1265                 | 1445  | 756   | 296  |       |       |       | 807   | 183           | 443  | 454             | 476        | 297  | 532  | 100  | 248  | 260  | 299 | 232 | 78^ | 37^ | 28^  | 28^  |
| TWO MARRIAGES               |      |               |        |        |      | 2    | 198  | 197 |                   | A               | 10.8              | 17                                 | 905                         | 1743  | 768   | 309                  | 887   | 328   | 549  | 458   | 430   | 281   | 434   | 106^          | 228  | 228             | 253        | 168  | 285  | 168  | 137  | 102^ |     |     |     |     |      |      |
|                             |      | THU.          | 9.00P  | 60     | ABC  | GD   |      | 96  |                   | B               | 10.8              | 17                                 | 905                         | 1743  | 768   | 309                  | 887   | 328   | 549  | 458   | 430   | 281   | 434   | 106           | 228  | 228             | 253        | 168  | 285  | 168  | 137  | 102  |     |     |     |     |      |      |
|                             |      | 9.00 - 9.30   |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 10.4  | 16    | 872                  | 1720  | 747   | 269  |       |       |       | 864   | 310           | 532  | 451             | 416        | 279  | 428  | 105^ | 227  | 224  | 248 | 168 | 270 | 162 | 158  | 115^ |
|                             |      | 9.30 - 10.00  |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 11.3  | 18    | 947                  | 1733  | 778   | 342  |       |       |       | 898   | 340           | 557  | 463             | 438        | 279  | 427  | 106^ | 226  | 227  | 250 | 160 | 291 | 170 | 117^ | 90^  |
| WEBSTER                     |      |               |        |        |      | 25   | 202  | 204 |                   | A               | 16.0              | 27                                 | 1341                        | 1849  | 785   | 250                  | 847   | 228   | 490  | 453   | 401   | 307   | 435   | 156           | 278  | 257             | 210        | 130  | 183  | 111  | 384  | 282  |     |     |     |     |      |      |
|                             |      | FRI.          | 8.30P  | 30     | ABC  | CS   |      | 98  |                   | B               | 17.4              | 28                                 | 1458                        | 1812  | 759   | 298                  | 852   | 290   | 488  | 444   | 377   | 310   | 490   | 171           | 290  | 274             | 224        | 167  | 170  | 98   | 300  | 204  |     |     |     |     |      |      |
| YELLOW ROSE                 |      |               |        |        |      | 21   | 202  | 202 |                   | A               | 9.2               | 17                                 | 771                         | 1611  | 762   | 213                  | 806   | 253   | 419  | 386   | 396   | 323   | 535   | 173           | 269  | 300             | 272        | 201  | 214  | 60^  | 56^  | 38^  |     |     |     |     |      |      |
|                             |      | SAT.          | 10.00P | 60     | NBC  | GD   |      | 99  |                   | B               | 10.3              | 18                                 | 863                         | 1585  | 718   | 242                  | 795   | 244   | 421  | 401   | 374   | 315   | 577   | 163           | 303  | 309             | 311        | 214  | 128  | 61   | 85   | 64   |     |     |     |     |      |      |
|                             |      | 10.00 - 10.30 |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 9.2   | 17    | 771                  | 1616  | 770   | 207  |       |       |       | 818   | 259           | 430  | 386             | 396        | 330  | 540  | 176  | 284  | 318  | 275 | 194 | 207 | 60^ | 51^  | 33^  |
|                             |      | 10.30 - 11.00 |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 9.3   | 18    | 779                  | 1573  | 739   | 212  |       |       |       | 778   | 242           | 396  | 377             | 387        | 313  | 519  | 165  | 249  | 276  | 266 | 203 | 218 | 59^ | 58^  | 39^  |
| PLATE FRINGE                |      |               |        |        |      |      |      |     |                   |                 |                   |                                    |                             |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |      |     |     |     |     |      |      |
| ABC NEWS:NIGHTLINE          |      |               |        |        |      | 30   | 191  | 191 |                   | A               | 6.3               | 18                                 | 528                         | 1445  | 750   | 252                  | 782   | 215   | 426  | 466   | 443   | 262   | 612   | 170           | 356  | 330             | 319        | 206  | 18^  | 9^   | 33^  | 11^  |     |     |     |     |      |      |
|                             |      | 1 MTHF        | 11.30P | 30     | ABC  | N    |      | 95  |                   | B               | 6.3               | 18                                 | 528                         | 1331  | 641   | 223                  | 693   | 170   | 354  | 351   | 383   | 278   | 575   | 157           | 300  | 300             | 276        | 232  | 36   | 22   | 27   | 18   |     |     |     |     |      |      |
|                             |      | 2 W & F       | 11.30P | 30     |      |      |      |     |                   |                 |                   |                                    |                             |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |      |     |     |     |     |      |      |
|                             |      | 2 THU.        | 11.30P | 35     |      |      |      |     |                   |                 |                   |                                    |                             |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |      |     |     |     |     |      |      |
|                             |      | 11.30 - 12.00 |        |        |      |      |      |     |                   |                 |                   |                                    | A                           | 6.4   | 18    | 536                  | 1448  | 749   | 258  |       |       |       | 781   | 213           | 423  | 467             | 442        | 262  | 616  | 168  | 361  | 336  | 325 | 204 | 17^ | 9^  | 34^  | 11^  |
| ABC NEWS:NIGHTLINE-WED(B)   |      |               |        |        |      | 194  |      |     | A                 | 5.0             | 18                | 419                                | 1110                        | 566   | 188^  | 613                  | 153^  | 229^  | 230^ | 303^  | 307^  | 461^  | 41^   | 95^           | 161^ | 257^            | 300^       | 36^  | LT   | LT   | LT   |      |     |     |     |     |      |      |
| CONT'D                      |      |               |        |        |      |      |      |     |                   |                 |                   |                                    |                             |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |      |     |     |     |     |      |      |



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME                 |        |        |       |            |       |     |     |          |  | T/C THIS SEASON |  | NO. OF STATIONS & PROGRAM COVERAGE |     | HOUSEHOLD AUDIENCES |     | AUDIENCE COMPOSITION |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
|------------------------------|--------|--------|-------|------------|-------|-----|-----|----------|--|-----------------|--|------------------------------------|-----|---------------------|-----|----------------------|-----|-----------------------|-----|--------------------------|-----|---|-----|-----|-----|-----|-----------------------------|-----|-----|-----|----|---------------|----|-----------------|----|----|--|
| WK #                         |        | DAY    |       | START TIME |       | DUR |     | NET TYPE |  | PROG. WK 1 WK 2 |  | KEY                                |     | AVG. AUD. SHARE %   |     | AVG. AUD. (0,000)    |     | TOTAL PERSONS OF (2+) |     | LADY WORK-ING HOUSE WOM. |     | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
|                              |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     | WOMEN   |     |     |     |     | MEN                         |     |     |     |    | TEENS (12-17) |    | CHILDREN (2-11) |    |    |  |
|                              |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     | 18- 34 49 25- 54 35- 64 55+                                 |     |     |     |     | 18- 34 49 25- 54 35- 64 55+ |     |     |     |    | TOTAL FEM.    |    | TOTAL 6-11      |    |    |  |
| LATE FRINGE CONT'D           |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| ABC NEWS:NIGHTLINE-CONT'D    |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 1                            | WED.   | 12.00  | 12.30 | 35         | ABC N | 96  |     |          |  |                 |  | A                                  | 5.3 | 18                  | 444 | 1239                 | 651 | 155                   | 651 | 164                      | 210 | 206   | 309 | 358 | 555 | 41  | 124                         | 190 | 358 | 365 | 33 | LT            | LT | LT              |    |    |  |
|                              |        | 12.30  | 1.00  |            |       |     |     |          |  |                 |  | A                                  | 4.4 | 18                  | 369 | 878                  | 409 | 266                   | 555 | 136                      | 281 | 287   | 297 | 211 | 285 | 41  | 41                          | 106 | 65  | 179 | 38 | LT            | LT | LT              |    |    |  |
| ABC NEWS:NIGHTLINE-THU(B)    |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 1                            | THU.   | 12.00M | 18    | ABC N      | 194   |     |     |          |  |                 |  | A                                  | 6.0 | 21                  | 503 | 1374                 | 760 | 295                   | 795 | 175                      | 479 | 567   | 463 | 228 | 579 | 266 | 350                         | 178 | 195 | 188 | LT | LT            | LT | LT              |    |    |  |
| ABC NEWS:NIGHTLINE SPEC.(S)  |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 1                            | TUE.   | 11.53P | 42    | ABC N      | 187   |     |     |          |  |                 |  | A                                  | 3.8 | 15                  | 318 | 689                  | 233 | 107                   | 283 | 25                       | 132 | 158   | 183 | 125 | 391 | 142 | 180                         | 123 | 157 | 211 | LT | LT            | 15 | LT              |    |    |  |
|                              |        | 11.30  | 12.00 |            |       |     |     |          |  |                 |  | A                                  | 5.2 | 16                  | 436 | 894                  | 373 | LT                    | 373 | 103                      | 103 | 156   | 144 | 217 | 459 | 189 | 189                         | 101 | 128 | 270 | LT | LT            | 62 | LT              |    |    |  |
|                              |        | 12.00  | 12.30 |            |       |     |     |          |  |                 |  | A                                  | 3.6 | 14                  | 302 | 636                  | 196 | 133                   | 259 | LT                       | 133 | 153   | 193 | 106 | 377 | 129 | 175                         | 129 | 162 | 202 | LT | LT            | LT | LT              |    |    |  |
| ABC NEWS:NIGHTLINE SPEC.(S)  |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 2                            | MON.   | 1.17A  | 32    | ABC N      | 192   |     |     |          |  |                 |  | A                                  | 4.8 | 27                  | 402 | 1259                 | 452 | 169                   | 450 | 266                      | 274 | 229   | 115 | 139 | 735 | 428 | 476                         | 286 | 219 | 205 | 74 | LT            | LT | LT              | LT |    |  |
| ABC NEWS:NIGHTLINE-SPEC.(S)  |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 2                            | TUE.   | 11.51P | 30    | ABC N      | 193   |     |     |          |  |                 |  | A                                  | 3.0 | 11                  | 251 | 1255                 | 507 | 83                    | 623 | 165                      | 324 | 346   | 350 | 264 | 582 | 211 | 390                         | 274 | 291 | 192 | 50 | 43            | LT | LT              | LT | LT |  |
| ABC WEEKEND REPORT-SAT.      |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
|                              | SAT.   | 11.00P | 15    | ABC N      | 27    | 162 | 162 |          |  |                 |  | A                                  | 4.5 | 10                  | 377 | 1228                 | 698 | 156                   | 733 | 168                      | 396 | 407   | 429 | 294 | 382 | 98  | 228                         | 201 | 226 | 154 | 78 | 15            | 35 | LT              |    |    |  |
|                              |        |        |       |            | 88    | 88  |     |          |  |                 |  | B                                  | 5.1 | 10                  | 427 | 1203                 | 565 | 202                   | 615 | 164                      | 308 | 311   | 314 | 246 | 475 | 131 | 261                         | 250 | 254 | 182 | 69 | 28            | 44 | 38              |    |    |  |
| ABC WEEKEND REPORT-SUN.      |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 1                            | SUN.   | 11.00P | 15    | ABC N      | 28    | 169 | 166 |          |  |                 |  | A                                  | 5.6 | 14                  | 469 | 1156                 | 456 | 98                    | 465 | 51                       | 190 | 238   | 322 | 176 | 652 | 230 | 437                         | 411 | 341 | 162 | LT | LT            | 39 | 39              |    |    |  |
| 2                            | SUN.   | 11.39P | 15    |            | 91    | 91  |     |          |  |                 |  | B                                  | 4.5 | 11                  | 377 | 1245                 | 558 | 170                   | 594 | 185                      | 345 | 363   | 319 | 184 | 594 | 208 | 390                         | 347 | 303 | 172 | 40 | 18            | 17 | LT              |    |    |  |
| CAMPAIGN '84:NY&WIS.PRIM.(S) |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 1                            | TUE.   | 11.33P | 31    | CBS P      | 181   |     |     |          |  |                 |  | A                                  | 5.5 | 17                  | 461 | 900                  | 340 | 51                    | 449 | 104                      | 165 | 134   | 184 | 219 | 449 | 72  | 100                         | 117 | 235 | 319 | LT | LT            | LT | LT              |    |    |  |
|                              |        |        |       |            | 93    |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| CAMPAIGN '84:PA PRIMARY(S)   |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 2                            | TUE.   | 11.30P | 28    | CBS P      | 182   |     |     |          |  |                 |  | A                                  | 6.2 | 18                  | 520 | 1123                 | 493 | 148                   | 573 | 114                      | 309 | 283   | 338 | 234 | 550 | 49  | 216                         | 238 | 340 | 312 | LT | LT            | LT | LT              |    |    |  |
|                              |        |        |       |            | 91    |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| CBS NEWS NIGHTWATCH-1        |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 1                            | MON.   | 2.22A  | 8     | CBS N      | 131   | 70  | 68  |          |  |                 |  | A                                  | 1.3 | 14                  | 109 | 945                  | 385 | 110                   | 404 | 120                      | 266 | 173   | 173 | 111 | 541 | 284 | 302                         | 266 | 211 | 165 | LT | LT            | LT | LT              |    |    |  |
| 1                            | TH&SU  | 2.00A  | 30    |            | 68    | 67  |     |          |  |                 |  | B                                  | 1.5 | 16                  | 126 | 788                  | 358 | 111                   | 403 | 143                      | 237 | 175   | 183 | 147 | 344 | 154 | 229                         | 214 | 153 | 81  | LT | LT            | LT | LT              |    |    |  |
| 2                            | M&SU   | 2.00A  | 30    |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 2                            | THU.   | 2.15A  | 15    |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| CBS NEWS NIGHTWATCH-2        |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 1                            | MTHSU  | 2.30A  | 210   | CBS N      | 140   | 104 | 105 |          |  |                 |  | A                                  | 1.2 | 23                  | 101 | 703                  | 278 | 50                    | 337 | 109                      | 218 | 149   | 159 | 109 | 366 | 168 | 237                         | 227 | 188 | 119 | LT | LT            | LT | LT              |    |    |  |
| 1                            | TUE.   | 2.34A  | 206   |            | 89    | 89  |     |          |  |                 |  | B                                  | 1.3 | 25                  | 109 | 658                  | 295 | 80                    | 340 | 106                      | 206 | 162   | 163 | 119 | 298 | 130 | 196                         | 173 | 141 | 87  | LT | LT            | LT | LT              |    |    |  |
| 1                            | WED.   | 2.37A  | 203   |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 2                            | M-THSU | 2.30A  | 210   |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
|                              |        | 2.30   | 3.00  |            |       |     |     |          |  |                 |  | A                                  | 1.7 | 23                  | 142 | 915                  | 365 | 77                    | 401 | 113                      | 275 | 217   | 218 | 99  | 514 | 261 | 317                         | 316 | 210 | 148 | LT | LT            | LT | LT              |    |    |  |
|                              |        | 3.00   | 3.30  |            |       |     |     |          |  |                 |  | A                                  | 1.4 | 23                  | 117 | 744                  | 333 | 68                    | 393 | 137                      | 291 | 154   | 197 | 102 | 351 | 206 | 308                         | 213 | 145 | 43  | LT | LT            | LT | LT              |    |    |  |
|                              |        | 3.30   | 4.00  |            |       |     |     |          |  |                 |  | A                                  | 1.3 | 25                  | 109 | 642                  | 358 | 64                    | 404 | 174                      | 294 | 147   | 165 | 110 | 238 | 110 | 201                         | 183 | 128 | LT  | LT | LT            | LT |                 |    |    |  |
|                              |        | 4.00   | 4.30  |            |       |     |     |          |  |                 |  | A                                  | 1.1 | 23                  | 92  | 674                  | 272 | LT                    | 304 | 98                       | 196 | 142   | 98  | 108 | 370 | 109 | 272                         | 272 | 261 | 98  | LT | LT            | LT | LT              |    |    |  |
|                              |        | 4.30   | 5.00  |            |       |     |     |          |  |                 |  | A                                  | 1.1 | 24                  | 92  | 630                  | 240 | LT                    | 261 | 98                       | 98  | LT  | 98  | 163 | 369 | LT  | 54                          | 54  | 326 | 315 | LT | LT            | LT | LT              |    |    |  |
|                              |        | 5.00   | 5.30  |            |       |     |     |          |  |                 |  | A                                  | 1.1 | 24                  | 92  | 500                  | 120 | 66                    | 141 | LT                       | 98  | 87  | 65  | LT  | 359 | 239 | 239                         | 239 | 120 | 120 | LT | LT            | LT | LT              |    |    |  |
|                              |        | 5.30   | 6.00  |            |       |     |     |          |  |                 |  | A                                  | 1.0 | 20                  | 84  | 571                  | 239 | 84                    | 286 | 131                      | 215 | 215   | 84  | 71  | 285 | 214 | 214                         | 214 | 71  | 71  | LT | LT            | LT | LT              |    |    |  |
| BS SUNDAY NEWS-OSGOOD        |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
|                              | SUN.   | 11.00P | 15    | CBS N      | 28    | 130 | 134 |          |  |                 |  | A                                  | 5.1 | 10                  | 427 | 1384                 | 691 | 218                   | 722 | 145                      | 300 | 290   | 371 | 371 | 530 | 125 | 246                         | 231 | 240 | 249 | 41 | 23            | 91 | 77              |    |    |  |
|                              |        |        |       |            | 68    | 70  |     |          |  |                 |  | B                                  | 6.1 | 12                  | 511 | 1307                 | 674 | 241                   | 744 | 174                      | 302 | 328   | 349 | 372 | 492 | 153 | 263                         | 220 | 237 | 197 | 35 | 21            | 36 | 24              |    |    |  |
| AVID LETTERMAN I             |        |        |       |            |       |     |     |          |  |                 |  |                                    |     |                     |     |                      |     |                       |     |                          |     |   |     |     |     |     |                             |     |     |     |    |               |    |                 |    |    |  |
| 1                            | M & TH | 12.30A | 30    | NBC GV     | 112   | 187 | 187 |          |  |                 |  | A                                  | 2.6 | 14                  | 218 | 1096                 | 463 | 201                   | 500 | 211                      | 312 | 238   | 133 | 179 | 486 | 293 | 362                         | 160 | 106 | 115 | 96 | LT            | LT | LT              | LT |    |  |
|                              |        | CONT'D |       |            | 96    | 96  |     |          |  |                 |  | B                                  | 2.9 | 15                  | 243 | 1255                 | 511 | 201                   | 594 | 269                      | 372 | 270   | 202 | 186 | 587 | 357 | 463                         | 286 | 165 | 105 | 53 | LT            | 21 | LT              |    |    |  |

35

[illegible]



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME |  |            |  |     |  |     |  |            |  | T/C THIS SEASON |  | NO. OF STATIONS & PROGRAM COVERAGE |  | HOUSEHOLD AUDIENCES |  | AUDIENCE COMPOSITION |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|--------------|--|------------|--|-----|--|-----|--|------------|--|-----------------|--|------------------------------------|--|---------------------|--|----------------------|--|--------------------|--|--------------------------|--|---|--|-------|--|-------------|--|-------|--|-------|--|---------------|--|-----------------|--|-------|--|-----------|--|-------|--|-------|--|-----|--|------------|--|--------------|--|
| WK # DAY     |  | START TIME |  | DUR |  | NET |  | PROG. TYPE |  | WK 1 WK 2       |  | KEY                                |  | AVG. AUD. SHARE %   |  | AVG. AUD. (0,000)    |  | TOTAL PERSONS (2+) |  | LADY WORK-ING HOUSE WOM. |  | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |  |       |  |             |  |       |  |       |  | TEENS (12-17) |  | CHILDREN (2-11) |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  | TOTAL   |  | 18-34 |  | WOMEN 18-49 |  | 25-54 |  | 35-64 |  | 55+           |  | TOTAL           |  | 18-34 |  | MEN 18-49 |  | 25-54 |  | 35-64 |  | 55+ |  | TOTAL FEM. |  | TOTAL (2-11) |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  |       |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |
|              |  |            |  |     |  |     |  |            |  |                 |  |                                    |  |                     |  |                      |  |                    |  |                          |  |   |  |       |  |             |  | </    |  |       |  |               |  |                 |  |       |  |           |  |       |  |       |  |     |  |            |  |              |  |

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME                          |  |            |  |     |     |            |      |      |                   | T/C THIS SEASON |                   | NO. OF STATIONS PROGRAM COVERAGE |                          | KEY | HOUSEHOLD AUDIENCES   |  | AUDIENCE COMPOSITION |               |      |     |     |     |     |     |               |     |                 |     |     |     |     |     |     |     |     |     |     |
|---------------------------------------|--|------------|--|-----|-----|------------|------|------|-------------------|-----------------|-------------------|----------------------------------|--------------------------|-----|---|--|----------------------|---------------|------|-----|-----|-----|-----|-----|---------------|-----|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| WK # DAY                              |  | START TIME |  | DUR | NET | PROG. TYPE | WK 1 | WK 2 | AVG. AUD. SHARE % |                 | AVG. AUD. (0,000) | TOTAL PERSONS (2+)               | LADY WORK- OF HOUSE WOM. |     | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |  |                      |               |      |     |     |     |     |     | TEENS (12-17) |     | CHILDREN (2-11) |     |     |     |     |     |     |     |     |     |     |
|                                       |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     | TOTAL   |  |                      |               |      |     |     |     |     |     | TOTAL FEM.    |     | TOTAL 6-11      |     |     |     |     |     |     |     |     |     |     |
| WEEKDAY DAYTIME CONT'D                |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      |               |      |     |     |     |     |     |               |     |                 |     |     |     |     |     |     |     |     |     |     |
| GENERAL HOSPITAL-CONT'D               |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      |               |      |     |     |     |     |     |               |     |                 |     |     |     |     |     |     |     |     |     |     |
| M-F 3.00P 60 ABC DD 99 99             |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 10.7 32 897 | 1362 | 782 | 210 | 883 | 427 | 616 | 477           | 347 | 219             | 229 | 121 | 161 | 103 | 79  | 56  | 151 | 116 | 99  | 44  |
| 3.00 - 3.30                           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 8.6 29 721  | 1252 | 802 | 230 | 894 | 452 | 636 | 472           | 356 | 192             | 185 | 100 | 133 | 84  | 64  | 40  | 88  | 78  | 85  | 28  |
| 3.30 - 4.00                           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 9.2 29 771  | 1226 | 779 | 222 | 863 | 422 | 601 | 452           | 360 | 198             | 178 | 104 | 133 | 80  | 56  | 37  | 105 | 96  | 80  | 19  |
| GOOD MORNING, AMERICA-730 139 205 206 |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 5.7 25 478  | 1303 | 742 | 276 | 797 | 226 | 434 | 436           | 418 | 284             | 394 | 52  | 90  | 117 | 197 | 249 | 41  | LT  | 71  | 40  |
| M-F 7.30A 30 ABC N 99 99              |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 5.1 24 427  | 1324 | 727 | 218 | 753 | 253 | 445 | 437           | 351 | 252             | 418 | 74  | 166 | 188 | 224 | 206 | 59  | LT  | 94  | 68  |
| GOOD MORNING, AMERICA-830 139 204 205 |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 6.3 26 528  | 1203 | 688 | 196 | 780 | 232 | 445 | 402           | 388 | 289             | 342 | 50  | 89  | 105 | 163 | 214 | 13  | LT  | 68  | 12  |
| 1 M-TH 8.30A 30 ABC N 99 99           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 5.7 25 478  | 1226 | 746 | 169 | 796 | 251 | 448 | 425           | 367 | 299             | 352 | 87  | 145 | 132 | 156 | 180 | 17  | LT  | 61  | 23  |
| 1 FRI. 8.30A 24                       |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      |               |      |     |     |     |     |     |               |     |                 |     |     |     |     |     |     |     |     |     |     |
| 2 M-F 8.30A 30                        |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      |               |      |     |     |     |     |     |               |     |                 |     |     |     |     |     |     |     |     |     |     |
| GUIDING LIGHT 135 203 203             |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 8.0 26 670  | 1339 | 831 | 144 | 904 | 210 | 440 | 397           | 399 | 421             | 211 | 63  | 91  | 61  | 56  | 119 | 113 | 81  | 111 | 69  |
| M-F 3.00P 60 CBS DD 99 99             |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 8.1 24 679  | 1355 | 838 | 146 | 931 | 246 | 443 | 399           | 418 | 437             | 200 | 68  | 92  | 66  | 67  | 104 | 132 | 86  | 92  | 48  |
| 3.00 - 3.30                           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 7.7 26 645  | 1307 | 829 | 139 | 909 | 216 | 442 | 392           | 391 | 429             | 213 | 69  | 97  | 66  | 54  | 115 | 99  | 68  | 86  | 49  |
| 3.30 - 4.00                           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 8.3 26 696  | 1356 | 823 | 146 | 896 | 205 | 434 | 395           | 401 | 416             | 205 | 55  | 83  | 53  | 56  | 122 | 123 | 90  | 132 | 85  |
| HOT POTATO 30 CBS 60 152 152          |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 2.8 11 235  | 1098 | 549 | 77  | 698 | 106 | 268 | 280           | 362 | 383             | 298 | 102 | 149 | 98  | 137 | 132 | LT  | LT  | 85  | 35  |
| M-F 12.00N 30 NBC QG 72 73            |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 3.1 11 260  | 1177 | 615 | 109 | 701 | 150 | 270 | 266           | 314 | 377             | 305 | 82  | 128 | 111 | 139 | 154 | 47  | 28  | 124 | 50  |
| LOVE REPORT-M-F(S) 181                |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 3.5 14 293  | 1246 | 771 | 170 | 914 | 502 | 614 | 332           | 269 | 231             | 253 | 120 | 150 | 125 | 89  | 76  | 38  | 17  | 41  | LT  |
| 1 M-F 11.00A 30 ABC U 90              |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      |               |      |     |     |     |     |     |               |     |                 |     |     |     |     |     |     |     |     |     |     |
| LOVING 139 200 200                    |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 3.6 15 302  | 1358 | 845 | 228 | 958 | 408 | 659 | 466           | 391 | 246             | 205 | 83  | 133 | 87  | 73  | 72  | 65  | 49  | 130 | 43  |
| M-F 3.30P 30 CBS DD 98 98             |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 2.4 11 230  | 1318 | 595 | 109 | 892 | 382 | 618 | 488           | 494 | 433             | 530 | 84  | 102 | 64  | 53  | 112 | 64  | 81  | 88  | 40  |
| M-F 11.30A 30 ABC DD 97 97            |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 3.9 15 327  | 1225 | 746 | 194 | 839 | 364 | 545 | 433           | 341 | 240             | 222 | 86  | 125 | 87  | 81  | 89  | 75  | 57  | 89  | 29  |
| MATCH GM/HOLLYWOOD SQS HR 113 155 154 |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 3.8 12 318  | 1173 | 654 | 107 | 780 | 148 | 245 | 236           | 312 | 506             | 265 | 76  | 101 | 85  | 79  | 145 | 59  | 31  | 69  | 19  |
| M-F 3.00P 60 NBC QG 78 78             |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 3.8 11 318  | 1277 | 683 | 109 | 760 | 186 | 302 | 270           | 326 | 415             | 331 | 105 | 170 | 148 | 135 | 137 | 74  | 39  | 112 | 68  |
| 3.00 - 3.30                           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 3.6 12 302  | 1126 | 649 | 103 | 782 | 149 | 246 | 229           | 312 | 510             | 238 | 66  | 85  | 63  | 67  | 139 | 43  | 26  | 63  | LT  |
| 3.30 - 4.00                           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 4.1 13 344  | 1148 | 625 | 102 | 741 | 139 | 230 | 224           | 294 | 485             | 273 | 79  | 108 | 99  | 87  | 142 | 61  | 29  | 73  | 26  |
| NBC NEWS AT SUNRISE 140 169 169       |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 2.0 14 168  | 952  | 494 | 160 | 494 | LT  | 197 | 185           | 357 | 297             | 392 | 77  | 196 | 167 | 203 | 196 | 36  | LT  | 30  | LT  |
| M-F 6.30A 30 NBC N 89 90              |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 1.5 13 126  | 1118 | 588 | 240 | 615 | 90  | 273 | 326           | 373 | 273             | 436 | 74  | 205 | 220 | 236 | 197 | LT  | LT  | 40  | LT  |
| NBC NEWS DIGEST-DAYTIME 44 197 198    |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 4.6 16 385  | 1177 | 795 | 174 | 938 | 221 | 393 | 307           | 379 | 530             | 179 | 19  | 45  | 54  | 114 | 114 | 46  | LT  | 14  | LT  |
| M-F 2.57P 1 NBC N 98 98               |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 4.7 15 394  | 1196 | 842 | 134 | 916 | 229 | 415 | 377           | 405 | 468             | 193 | 45  | 64  | 54  | 88  | 114 | 41  | 20  | 46  | 28  |
| NBC SPECIAL TREAT(S) 133              |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 3.9 11 327  | 1318 | 617 | 71  | 730 | 35  | 155 | 252           | 459 | 443             | 330 | 153 | 153 | 227 | 110 | 67  | 111 | 68  | 147 | 80  |
| 2 TUE. 4.00P 60 NBC FV 82             |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 3.7 11 310  | 1216 | 687 | 145 | 787 | 77  | 244 | 265           | 490 | 445             | 277 | 109 | 109 | 175 | 98  | 70  | 100 | 65  | 52  | 52  |
| 4.00 - 4.30                           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 4.0 11 335  | 1418 | 561 | LT  | 689 | LT  | 75  | 238           | 432 | 451             | 379 | 191 | 191 | 278 | 125 | 63  | 117 | 69  | 233 | 104 |
| 4.30 - 5.00                           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      |               |      |     |     |     |     |     |               |     |                 |     |     |     |     |     |     |     |     |     |     |
| NEWSBREAK-11.57 138 180 180           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 7.3 30 612  | 1240 | 624 | 105 | 741 | 195 | 317 | 289           | 293 | 388             | 356 | 83  | 159 | 139 | 160 | 180 | 33  | 27  | 110 | 49  |
| M-F 11.57A 2 CBS N 89 89              |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 8.1 31 679  | 1306 | 674 | 122 | 766 | 229 | 355 | 313           | 315 | 367             | 357 | 113 | 173 | 141 | 129 | 171 | 46  | 29  | 137 | 52  |
| NEWSBREAK-3.57 135 193 190            |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 6.6 20 553  | 1335 | 809 | 161 | 867 | 196 | 417 | 381           | 400 | 405             | 213 | 54  | 85  | 51  | 58  | 128 | 99  | 93  | 156 | 110 |
| M-F 3.57P 2 CBS N 95 95               |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 6.7 19 561  | 1342 | 817 | 161 | 910 | 241 | 439 | 390           | 415 | 426             | 205 | 66  | 94  | 63  | 73  | 106 | 128 | 92  | 99  | 59  |
| ONE LIFE TO LIVE 139 204 204          |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 7.2 26 603  | 1265 | 768 | 296 | 881 | 435 | 621 | 503           | 358 | 186             | 231 | 115 | 174 | 120 | 94  | 44  | 49  | 44  | 104 | 25  |
| M-F 2.00P 60 ABC DD 99 99             |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 8.1 27 679  | 1322 | 791 | 248 | 902 | 447 | 638 | 509           | 349 | 204             | 244 | 131 | 181 | 126 | 83  | 50  | 93  | 68  | 83  | 25  |
| 2.00 - 2.30                           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 7.1 25 595  | 1271 | 783 | 305 | 895 | 440 | 634 | 526           | 367 | 186             | 233 | 116 | 172 | 115 | 94  | 48  | 38  | 35  | 105 | 24  |
| 2.30 - 3.00                           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 7.2 26 603  | 1252 | 758 | 289 | 869 | 435 | 609 | 485           | 346 | 185             | 225 | 116 | 178 | 124 | 91  | 35  | 53  | 48  | 105 | 25  |
| PRESS YOUR LUCK 140 158 159           |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | A 4.8 20 402  | 1197 | 620 | 97  | 695 | 224 | 304 | 254           | 267 | 363             | 343 | 117 | 179 | 132 | 121 | 159 | 42  | 24  | 117 | 47  |
| M-F 10.30A 30 CBS QP 82 82            |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      | B 5.0 21 419  | 1268 | 663 | 136 | 750 | 199 | 328 | 297           | 315 | 385             | 326 | 120 | 184 | 147 | 109 | 137 | 54  | 30  | 138 | 57  |
| BLOCK-N HOME                          |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      |               |      |     |     |     |     |     |               |     |                 |     |     |     |     |     |     |     |     |     |     |
| AUDIENCE HOUSEHOLD                    |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      |               |      |     |     |     |     |     |               |     |                 |     |     |     |     |     |     |     |     |     |     |
| AUDIENCE COMPOSITION                  |  |            |  |     |     |            |      |      |                   |                 |                   |                                  |                          |     |   |  |                      |               |      |     |     |     |     |     |               |     |                 |     |     |     |     |     |     |     |     |     |     |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME                 |     |            |     |     |      |       |      |      |       | T/C THIS SEASON |              | NO. OF STATIONS & PROGRAM COVERAGE |                    | HOUSEHOLD AUDIENCES      |           | AUDIENCE COMPOSITION  |           |           |           |           |           |           |           |           |               |      |                 |            |  |
|------------------------------|-----|------------|-----|-----|------|-------|------|------|-------|-----------------|--------------|------------------------------------|--------------------|--------------------------|-----------|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|------|-----------------|------------|--|
|                              |     |            |     |     |      |       |      |      |       |                 |              |                                    |                    |                          |           | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |           |           |           |           |           |           |           |           |               |      |                 |            |  |
| WK #                         | DAY | START TIME | DUR | NET | TYPE | PROG. | WK 1 | WK 2 | K E Y | AVG. AUD. %     | AVG. SHARE % | AVG. AUD. (0,000)                  | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | WOMEN     |   |           |           |           | MEN       |           |           |           |           | TEENS (12-17) |      | CHILDREN (2-11) |            |  |
|                              |     |            |     |     |      |       |      |      |       |                 |              |                                    |                    |                          | TOTAL     | 18-34   | 18-49     | 25-54     | 35-64     | 55+       | TOTAL     | 18-34     | 18-49     | 25-54     | 35-64         | 55+  | TOTAL FEM.      | TOTAL 6-11 |  |
| WEEKEND DAYTIME CONT'D       |     |            |     |     |      |       |      |      |       |                 |              |                                    |                    |                          |           |   |           |           |           |           |           |           |           |           |               |      |                 |            |  |
| AMERICAN SPORTSMAN           |     |            |     |     |      | 8     | 165  | 168  | A     | 4.1             | 12           | 344                                | 1195               | 279^ 24v                 | 279^ 49v  | 49v   | 49v       | 189^ 230^ | 751       | 277^      | 414       | 487       | 352       | 264^      | 69v           | 61v  | 96^             | 64v        |  |
| SUN. 2.00P 30 ABC SA         |     |            |     |     |      | 84    | 85   | B    | 4.5   | 12              | 377          | 1446                               | 477 127            | 508 138                  | 194       | 214   | 233       | 262       | 721       | 305       | 428       | 407       | 302       | 257       | 93            | 29   | 124             | 95         |  |
| BENJIZAX & THE-PRINCE        |     |            |     |     |      | 6     | 171  | 177  | A     | 3.6             | 13           | 302                                | 1672               | 407 116^                 | 507 258^  | 315^ 128^   | 159^ 156^ | 205^ 144^ | 192^ 155^ | 61v       | LT        | 333^ 261^ | 627       | 332^      |               |      |                 |            |  |
| SAT. 12.30P 30 CBS CA        |     |            |     |     |      | 86    | 88   | B    | 3.9   | 13              | 327          | 1807                               | 475 169            | 550 264                  | 385       | 237   | 193       | 145       | 289       | 148       | 209       | 153       | 89        | 80        | 262           | 181  | 706             | 439        |  |
| BEST OF SCOOPY DOO           |     |            |     |     |      | 12    | 193  | 200  | A     | 5.3             | 19           | 444                                | 1838               | 368 142^                 | 371 270   | 325   | 189^      | 79^ 46v   | 203^ 70^  | 146^ 90^  | 76^ 57v   | 390       | 216^      | 874       | 444           |      |                 |            |  |
| SAT. 11.30A 30 ABC CA        |     |            |     |     |      | 95    | 97   | B    | 5.9   | 20              | 494          | 1704                               | 316 132            | 373 213                  | 288       | 183   | 128       | 71        | 220       | 124       | 196       | 143       | 80        | 24        | 316           | 171  | 795             | 470        |  |
| BISKITTS                     |     |            |     |     |      | 6     | 170  | 173  | A     | 3.8             | 13           | 318                                | 1594               | 294^ 183^                | 439 265^  | 313^ 253^   | 68v 106^  | 262^ 217^ | 233^ 163^ | 32v 29v   | 167^ 131^ | 726       | 503       |           |               |      |                 |            |  |
| SAT. 12.00N 30 CBS CA        |     |            |     |     |      | 87    | 87   | B    | 3.8   | 13              | 318          | 1796                               | 416 176            | 503 257                  | 375       | 252   | 143       | 115       | 280       | 133       | 192       | 143       | 86        | 88        | 221           | 164  | 792             | 519        |  |
| BUGS BUNNY/ROAD RUNNER 1     |     |            |     |     |      | 10    | 200  | 200  | A     | 5.6             | 19           | 469                                | 1456               | 302 147^                 | 385 193^  | 253   | 134^      | 80^ 132^  | 358 192^  | 238^ 160^ | 142^ 111^ | 178       | 49v       | 535       | 333           |      |                 |            |  |
| SAT. 10.30A 30 CBS CA        |     |            |     |     |      | 98    | 98   | B    | 5.3   | 18              | 444          | 1644                               | 330 138            | 394 187                  | 286       | 192   | 137       | 105       | 323       | 179       | 233       | 176       | 107       | 78        | 253           | 91   | 674             | 387        |  |
| BUGS BUNNY/ROAD RUNNER 2     |     |            |     |     |      | 10    | 194  | 195  | A     | 5.9             | 21           | 494                                | 1674               | 371 211^                 | 464 290   | 320   | 147^      | 63^ 119^  | 375 263   | 298       | 228^      | 102^ 77^  | 218^ 69^  | 617       | 391           |      |                 |            |  |
| SAT. 11.00A 30 CBS CA        |     |            |     |     |      | 96    | 96   | B    | 5.8   | 20              | 486          | 1899                               | 387 159            | 475 266                  | 355       | 213   | 122       | 110       | 376       | 192       | 283       | 235       | 140       | 84        | 329           | 175  | 719             | 415        |  |
| BUGS BUNNY/ROAD RUNNER 3     |     |            |     |     |      | 10    | 184  | 185  | A     | 5.4             | 19           | 453                                | 1742               | 293 161^                 | 412 257^  | 292   | 163^      | 54v 101^  | 367 268   | 287       | 217^      | 87^ 80^   | 221^ 102^ | 742       | 501           |      |                 |            |  |
| SAT. 11.30A 30 CBS CA        |     |            |     |     |      | 93    | 93   | B    | 5.4   | 18              | 453          | 1871                               | 349 162            | 447 248                  | 333       | 227   | 122       | 101       | 372       | 202       | 278       | 228       | 121       | 86        | 306           | 173  | 746             | 447        |  |
| CAPTAIN KANGAROO-SAT         |     |            |     |     |      | 30    | 131  | 125  | A     | 1.6             | 14           | 134                                | 1060               | 328^ LT                  | 328^ 328^ | 328^ 246^   | LT        | LT        | 45v 37v   | 45v 45v   | LT        | LT        | 75v       | LT        | 612^          | 343^ |                 |            |  |
| SAT. 7.00A 60 CBS CL         |     |            |     |     |      | 82    | 82   | B    | 1.4   | 15              | 117          | 1370                               | 277 53             | 287 154                  | 202       | 181   | 104       | 69        | 211       | 66        | 126       | 133       | 118       | 62        | 104           | 55   | 768             | 457        |  |
| 7.00 - 7.30                  |     |            |     |     |      |       |      |      | A     | 1.3             | 13           | 109                                | 991^               | 376^ LT                  | 376^ 376^ | 376^ 275^   | LT        | LT        | LT        | LT        | LT        | LT        | 56v       | LT        | 559^          | 238v |                 |            |  |
| 7.30 - 8.00                  |     |            |     |     |      |       |      |      | A     | 2.0             | 15           | 168                                | 1042               | 274^ LT                  | 274^ 274^ | 274^ 214^   | LT        | LT        | 72v 60v   | 72v 72v   | LT        | LT        | 89v       | LT        | 607^          | 393^ |                 |            |  |
|                              |     |            |     |     |      |       |      |      |       |                 |              |                                    |                    |                          |           |   |           |           |           |           |           |           |           |           |               |      |                 |            |  |
| CBS CHILDREN'S FILM FEST.    |     |            |     |     |      | 16    | 142  | 125  | A     | 2.9             | 10           | 243                                | 1790               | 225^ 95v                 | 263^ 114v | 143^ 108v   | 79v 120v  | 161^ 82v  | 110v 94v  | 28v 51v   | 667       | 264^      | 699       | 424^      |               |      |                 |            |  |
| 1 SAT. 1.30P 24 CBS CL       |     |            |     |     |      | 76    | 62   | B    | 2.9   | 9               | 243          | 1607                               | 368 108            | 436 196                  | 262       | 192   | 142       | 155       | 318       | 169       | 230       | 196       | 120       | 83        | 212           | 116  | 641             | 376        |  |
| 2 SAT. 1.30P 30              |     |            |     |     |      |       |      |      |       |                 |              |                                    |                    |                          |           |   |           |           |           |           |           |           |           |           |               |      |                 |            |  |
| CBS SPORTS SATURDAY          |     |            |     |     |      | 9     | 188  |      | A     | 5.9             | 16           | 494                                | 1599               | 517 280^                 | 669 315^  | 432^ 283^   | 231^ 197^ | 544 144^  | 214^ 275^ | 214^ 269^ | 147^ 64v  | 239^ 193^ |           |           |               |      |                 |            |  |
| 1 SAT. 4.00P 120 CBS SA      |     |            |     |     |      | 95    |      | B    | 6.1   | 15              | 511          | 1457                               | 447 187            | 500 154                  | 278       | 242   | 229       | 175       | 700       | 238       | 392       | 384       | 307       | 252       | 118           | 43   | 139             | 85         |  |
| 4.00 - 4.30                  |     |            |     |     |      |       |      | A    | 5.0   | 15              | 419          | 1764                               | 605 353^           | 689 331^                 | 460^ 312^ | 288^ 197^   | 598 125v  | 288^ 339^ | 350^ 259^ | 211^ 105v | 266^ 213^ |           |           |           |               |      |                 |            |  |
| 4.30 - 5.00                  |     |            |     |     |      |       |      | A    | 5.7   | 15              | 478          | 1592                               | 592 339^           | 666 301^                 | 424^ 281^ | 269^ 207^   | 511 150^  | 191^ 254^ | 213^ 257^ | 138^ 64v  | 277^ 229^ |           |           |           |               |      |                 |            |  |
| 5.00 - 5.30                  |     |            |     |     |      |       |      | A    | 6.2   | 16              | 520          | 1521                               | 439^ 223^          | 625 316^                 | 413^ 260^ | 176^ 166^   | 581 148^  | 196^ 263^ | 173^ 318^ | 98v 42v   | 217^ 176^ |           |           |           |               |      |                 |            |  |
| 5.30 - 6.00                  |     |            |     |     |      |       |      | A    | 6.6   | 16              | 553          | 1550                               | 463 224^           | 692 319^                 | 432       | 282^  | 198^ 210^ | 497 147^  | 192^ 255^ | 152^ 242^ | 152^ 52v  | 209^ 161^ |           |           |               |      |                 |            |  |
|                              |     |            |     |     |      |       |      |      |       |                 |              |                                    |                    |                          |           |   |           |           |           |           |           |           |           |           |               |      |                 |            |  |
| CBS SPORTS SUNDAY            |     |            |     |     |      | 6     | 179  |      | A     | 6.0             | 18           | 503                                | 1406               | 218^ 87v                 | 310^ 140^ | 200^ 107v   | 91v 110v  | 873 335^  | 592       | 502       | 399^ 281^ | 15v       | LT        | 208^ 165^ |               |      |                 |            |  |
| 2 SUN. 1.00P 120 CBS SA      |     |            |     |     |      | 92    |      | B    | 7.1   | 17              | 595          | 1588                               | 483 198            | 547 172                  | 309       | 303   | 268       | 185       | 769       | 292       | 529       | 444       | 372       | 207       | 117           | 62   | 155             | 122        |  |
| 1.00 - 1.30                  |     |            |     |     |      |       |      | A    | 5.1   | 16              | 427          | 1686                               | 265^ 106v          | 368^ 176^                | 237^ 134v | 81v 131v  | 862 236^  | 550       | 484^      | 491^ 312^ | 32v       | LT        | 424^ 387^ |           |               |      |                 |            |  |
| 1.30 - 2.00                  |     |            |     |     |      |       |      | A    | 5.7   | 17              | 478          | 1297                               | 202^ 86v           | 308^ 134^                | 192^ 85v  | 86v 116v  | 877 230^  | 571       | 492       | 408^ 306^ | 35v       | LT        | 77v 49v   |           |               |      |                 |            |  |
| 2.00 - 2.30                  |     |            |     |     |      |       |      | A    | 6.6   | 19              | 553          | 1300                               | 205^ 109^          | 280^ 108^                | 184^ 108^ | 117^ 96v  | 911 325^  | 629       | 547       | 443       | 282^      | LT        | LT        | 109^ 62v  |               |      |                 |            |  |
| 2.30 - 3.00                  |     |            |     |     |      |       |      | A    | 6.6   | 19              | 553          | 1385                               | 212^ 56v           | 304^ 149^                | 199^ 107v | 79v 105v  | 834 425   | 593       | 470       | 280^ 241^ | LT        | LT        | 247^ 198^ |           |               |      |                 |            |  |
|                              |     |            |     |     |      |       |      |      |       |                 |              |                                    |                    |                          |           |   |           |           |           |           |           |           |           |           |               |      |                 |            |  |
| CHALLENGE IN SPACE-E.V.A.(S) |     |            |     |     |      | 116   |      |      | A     | 2.7             | 10           | 226                                | 1350               | 434^ 71v                 | 434^ 71v  | 71v 189v  | 118v 245v | 349^ 199v | 199v 199v | 84v 150v  | 84v       | LT        | 483^ 483^ |           |               |      |                 |            |  |
| 1 SUN. 10.21A 39 ABC N       |     |            |     |     |      | 83    |      |      | A     | 2.2             | 8            | 184                                | 1473               | 266v LT                  | 266v LT   | LT 124v   | 124v 142v | 283v 180v | 180v 180v | 69v 103v  | 98v       | LT        | 826^ 826^ |           |               |      |                 |            |  |
| 10.00 - 10.30                |     |            |     |     |      |       |      | A    | 2.9   | 11              | 243          | 1300                               | 465^ 87v           | 465^ 86v                 | 86v 202v  | 116v 263^   | 362^ 201v | 201v 201v | 87v 161v  | 78v       | LT        | 395^ 395^ |           |           |               |      |                 |            |  |
| 10.30 - 11.00                |     |            |     |     |      |       |      |      |       |                 |              |                                    |                    |                          |           |   |           |           |           |           |           |           |           |           |               |      |                 |            |  |
| CHARLIE BROWN&SNOOPY SHOW    |     |            |     |     |      | 10    | 181  | 181  | A     | 3.7             | 21           | 310                                | 1616               | 354^ 94v                 | 358^ 261^ | 303^ 146^   | 42v 55v   | 290^ 177^ | 210^ 200^ | 84v 58v   | 110^      | LT        | 858       | 594       |               |      |                 |            |  |
| SAT. 8.00A 30 CBS CA         |     |            |     |     |      | 94    | 94   | B    | 3.7   | 21              | 310          | 1664                               | 216 63             | 218 126                  | 158       | 108   | 57        | 54        | 213       | 93        | 145       | 119       | 90        | 58        | 192           | 69   | 1041            | 665        |  |
|                              |     |            |     |     |      |       |      |      |       |                 |              |                                    |                    |                          |           |   |           |           |           |           |           |           |           |           |               |      |                 |            |  |
| DINAH SHORE GOLF-SAT(S)      |     |            |     |     |      | 178   |      |      | A     | 4.2             | 11           | 352                                | 1321               | 542^ 179^                | 653^ 119v | 236^ 166v   | 270^ 368^ | 546^ 123v | 242^ 170^ | 202^ 304^ | 42v       | LT        | 80v       | 80v       |               |      |                 |            |  |
| 1 SAT. 4.50P 70 NBC SE       |     |            |     |     |      | 91    |      |      |       |                 |              |                                    |                    |                          |           |   |           |           |           |           |           |           |           |           |               |      |                 |            |  |
| 4.30 - 5.00                  |     |            |     |     |      |       |      | A    | 4.6   | 13              | 385          | 1494                               | 525^ 281^          | 616 135v                 | 257^ 172^ | 317^ 309^   | 731 226^  | 439^ 309^ | 355^ 292^ | 67v       | LT        | 80v       | 80v       |           |               |      |                 |            |  |
| 5.00 - 5.30                  |     |            |     |     |      |       |      | A    | 4.0   | 11              | 335          | 1361                               | 552^ 182^          | 677^ 141v                | 259^ 173v | 277^ 363^   | 525^ 129v | 232^ 170v | 173v 293^ | 48v       | LT        | 111v      | 111v      |           |               |      |                 |            |  |
| 5.30 - 6.00                  |     |            |     |     |      |       |      | A    | 4.4   | 11              | 369          | 1192                               | 526^ 133v          | 626 92v                  | 197^ 147v | 236^ 387^   | 486^ 79v  | 177^ 117v | 171^ 309^ | 32v       | LT        | 48v       | 48v       |           |               |      |                 |            |  |

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME                |     |            |     |     |            | I/C THIS SEASON |      | NO. OF STATIONS & PROGRAM COVERAGE |              | KEY | HOUSEHOLD AUDIENCES |                             | AUDIENCE COMPOSITION  |       |       |       |     |       |       |       |       |       |     |       |     |     | TEENS (12-17) TOTAL FEM. | CHILDREN (2-11) TOTAL 6-11 |     |     |     |     |     |     |      |     |     |
|-----------------------------|-----|------------|-----|-----|------------|-----------------|------|------------------------------------|--------------|-----|---------------------|-----------------------------|---|-------|-------|-------|-----|-------|-------|-------|-------|-------|-----|-------|-----|-----|--------------------------|----------------------------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| WK #                        | DAY | START TIME | DUR | NET | PROG. TYPE | WK 1            | WK 2 | AVG. AUD. %                        | AVG. SHARE % |     | TOTAL PERSONS (2+)  | LADY WORK-ING OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |       |       |       |     |       |       |       |       |       |     |       |     |     |                          |                            |     |     |     |     |     |     |      |     |     |
|                             |     |            |     |     |            |                 |      |                                    |              |     |                     | TOTAL                       | 18-34   | 18-49 | 25-54 | 35-64 | 55+ | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+ | TOTAL |     |     |                          |                            |     |     |     |     |     |     |      |     |     |
| WEEKEND DAYTIME CONT'D      |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   |       |       |       |     |       |       |       |       |       |     |       |     |     |                          |                            |     |     |     |     |     |     |      |     |     |
| DINAH SHORE GOLF-SUN(S)     |     |            |     |     |            |                 |      |                                    |              |     |                     | 186                         |   | A     | 4.6   | 11    | 385 | 1501  | 654   | 332   | 690   | 96    | 319 | 267   | 405 | 371 | 594                      | 150                        | 228 | 227 | 180 | 313 | 115 | 13  | 102  | 73  |     |
| 1 SUN. 4.00P 139 NBC SE     |     |            |     |     |            |                 |      |                                    |              |     |                     | 95                          |   | A     | 4.0   | 11    | 335 | 1421  | 705   | 367   | 705   | 116   | 309 | 264   | 429 | 396 | 472                      | 149                        | 213 | 220 | 114 | 209 | 91  | 15  | 153  | 107 |     |
| 4.00 - 4.30                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   | A     | 4.1   | 10    | 344 | 1483  | 672   | 358   | 672   | 56    | 259 | 203   | 451 | 413 | 617                      | 178                        | 242 | 240 | 198 | 323 | 86  | 17  | 108  | 75  |     |
| 4.30 - 5.00                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   | A     | 4.3   | 11    | 360 | 1472  | 628   | 373   | 692   | 88    | 322 | 275   | 417 | 370 | 586                      | 126                        | 175 | 138 | 162 | 382 | 114 | 17  | 80   | 58  |     |
| 5.00 - 5.30                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   | A     | 4.9   | 12    | 411 | 1601  | 638   | 318   | 704   | 89    | 344 | 287   | 423 | 360 | 611                      | 115                        | 208 | 195 | 202 | 360 | 203 | 20  | 83   | 67  |     |
| 5.30 - 6.00                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   | A     | 6.2   | 14    | 520 | 1538  | 657   | 244   | 702   | 140   | 370 | 316   | 311 | 332 | 694                      | 194                        | 312 | 343 | 215 | 295 | 55  | 17  | 87   | 53  |     |
| 6.00 - 6.30                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   |       |       |       |     |       |       |       |       |       |     |       |     |     |                          |                            |     |     |     |     |     |     |      |     |     |
| DUNGEONS AND DRAGONS        |     |            |     |     |            |                 |      |                                    |              |     |                     | 30                          | 196   | 194   | A     | 6.1   | 22  | 511   | 1718  | 243   | 29    | 315   | 179 | 234   | 98  | 65  | 81                       | 318                        | 220 | 244 | 153 | 79  | 69  | 232 | 45   | 853 | 580 |
| SAT. 9.30A 30 CBS CA        |     |            |     |     |            |                 |      |                                    |              |     |                     | 98                          | 98  | B     | 6.1   | 23    | 511 | 1800  | 229   | 93    | 266   | 124   | 175 | 121   | 90  | 84  | 248                      | 146                        | 194 | 135 | 79  | 47  | 334 | 103 | 952  | 626 |     |
| FACE THE NATION             |     |            |     |     |            |                 |      |                                    |              |     |                     | 30                          | 152   | 153   | A     | 2.9   | 11  | 243   | 1189  | 539   | 206   | 539   | 61  | 153   | 174 | 293 | 341                      | 518                        | 155 | 214 | 164 | 273 | 284 | 29  | 17   | 103 | 66  |
| SUN. 10.30A 30 CBS CC       |     |            |     |     |            |                 |      |                                    |              |     |                     | 92                          | 91  | B     | 3.4   | 11    | 285 | 1250  | 498   | 214   | 529   | 120   | 214 | 227   | 237 | 279 | 572                      | 154                        | 267 | 283 | 300 | 260 | 54  | 30  | 95   | 75  |     |
| FAMILY CIRCLE TENNIS-SAT(S) |     |            |     |     |            |                 |      |                                    |              |     |                     | 163                         |   | A     | 3.0   | 10    | 251 | 1155  | 322   | LT    | 343   | 107   | 172 | 65    | 65  | 171 | 494                      | 92                         | 109 | 195 | 287 | 270 | 198 | 131 | 120  | 60  |     |
| 2 SAT. 1.00P 120 NBC SE     |     |            |     |     |            |                 |      |                                    |              |     |                     | 86                          |   | A     | 3.0   | 10    | 251 | 1446  | 164   | LT    | 164   | LT    | 80  | 80    | 80  | 84  | 588                      | 100                        | 100 | 218 | 397 | 318 | 418 | 259 | 276  | 176 |     |
| 1.00 - 1.30                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   | A     | 3.1   | 10    | 260 | 1342  | 292   | LT    | 292   | 72    | 157 | 85    | 85  | 135 | 578                      | 143                        | 143 | 254 | 307 | 262 | 273 | 162 | 199  | 65  |     |
| 1.30 - 2.00                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   | A     | 3.2   | 11    | 268 | 854   | 355   | LT    | 377   | 146   | 198 | 52    | 52  | 179 | 436                      | 74                         | 93  | 197 | 246 | 239 | 41  | 41  | LT   | LT  |     |
| 2.00 - 2.30                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   | A     | 2.8   | 10    | 235 | 923   | 468   | LT    | 536   | 209   | 242 | 33    | 33  | 294 | 336                      | 47                         | 89  | 89  | 170 | 247 | 51  | 51  | LT   | LT  |     |
| 2.30 - 3.00                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   |       |       |       |     |       |       |       |       |       |     |       |     |     |                          |                            |     |     |     |     |     |     |      |     |     |
| FAMILY CIRCLE TENNIS-SUN(S) |     |            |     |     |            |                 |      |                                    |              |     |                     | 182                         |   | A     | 2.8   | 7     | 235 | 1166  | 511   | 120   | 511   | 294   | 392 | 268   | 145 | 119 | 417                      | 158                        | 264 | 183 | 220 | 140 | 72  | 63  | 166  | 153 |     |
| 2 SUN. 2.30P 120 NBC SE     |     |            |     |     |            |                 |      |                                    |              |     |                     | 94                          |   | A     | 2.7   | 8     | 226 | 1332  | 488   | 40    | 488   | 187   | 332 | 252   | 207 | 156 | 587                      | 202                        | 305 | 310 | 306 | 229 | 35  | 35  | 222  | 177 |     |
| 2.30 - 3.00                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   |       |       |       |     |       |       |       |       |       |     |       |     |     |                          |                            |     |     |     |     |     |     |      |     |     |
| 3.00 - 3.30                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   | A     | 2.4   | 7     | 201 | 1478  | 681   | 159   | 681   | 486   | 547 | 265   | 101 | 134 | 412                      | 124                        | 238 | 183 | 204 | 174 | 150 | 150 | 235  | 235 |     |
| 3.30 - 4.00                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   | A     | 2.9   | 8     | 243 | 1115  | 617   | 181   | 617   | 420   | 523 | 354   | 144 | 94  | 337                      | 144                        | 247 | 103 | 193 | 90  | 41  | 41  | 120  | 120 |     |
| 4.00 - 4.30                 |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   | A     | 3.2   | 8     | 268 | 828   | 317   | 101   | 317   | 131   | 216 | 216   | 130 | 101 | 342                      | 156                        | 257 | 146 | 186 | 85  | 64  | 41  | 105  | 105 |     |
| FLINTSTONE FUNNIES          |     |            |     |     |            |                 |      |                                    |              |     |                     | 30                          | 200   | 192   | A     | 4.0   | 23  | 335   | 1561  | 236   | 125   | 271   | 123 | 140   | 189 | 125 | 82                       | 298                        | 170 | 181 | 214 | 98  | 48  | 159 | 110  | 833 | 496 |
| SAT. 8.00A 30 NBC CA        |     |            |     |     |            |                 |      |                                    |              |     |                     | 97                          | 97  | B     | 3.3   | 21    | 277 | 1739  | 252   | 97    | 288   | 134   | 200 | 162   | 123 | 69  | 211                      | 113                        | 150 | 146 | 78  | 39  | 234 | 126 | 1006 | 631 |     |
| IN THE NEWS- 8.26AM         |     |            |     |     |            |                 |      |                                    |              |     |                     | 30                          | 182   | 182   | A     | 3.7   | 20  | 310   | 1694  | 365   | 78    | 365   | 261 | 319   | 158 | 58  | 46                       | 322                        | 186 | 210 | 217 | 110 | 73  | 132 | LT   | 875 | 575 |
| SAT. 8.26A 3 CBS CN         |     |            |     |     |            |                 |      |                                    |              |     |                     | 94                          | 94  | B     | 3.5   | 21    | 293 | 1547  | 157   | 44    | 169   | 88    | 118 | 85    | 51  | 47  | 170                      | 91                         | 124 | 109 | 62  | 38  | 181 | 81  | 1027 | 660 |     |
| IN THE NEWS- 9.56AM         |     |            |     |     |            |                 |      |                                    |              |     |                     | 30                          | 196   | 195   | A     | 5.6   | 20  | 469   | 1706  | 241   | 41    | 335   | 190 | 249   | 100 | 59  | 86                       | 363                        | 251 | 268 | 152 | 94  | 88  | 237 | 43   | 771 | 506 |
| SAT. 9.56A 3 CBS CN         |     |            |     |     |            |                 |      |                                    |              |     |                     | 98                          | 98  | B     | 5.4   | 20    | 453 | 1730  | 252   | 99    | 294   | 137   | 187 | 125   | 91  | 100 | 265                      | 161                        | 208 | 139 | 80  | 50  | 310 | 94  | 861  | 541 |     |
| IN THE NEWS- 10.26AM        |     |            |     |     |            |                 |      |                                    |              |     |                     | 27                          | 192   | 190   | A     | 5.0   | 17  | 419   | 1365  | 330   | 72    | 399   | 153 | 230   | 119 | 128 | 169                      | 310                        | 233 | 255 | 135 | 45  | 48  | 138 | 78   | 518 | 294 |
| SAT. 10.26A 3 CBS CN        |     |            |     |     |            |                 |      |                                    |              |     |                     | 96                          | 96  | B     | 4.8   | 17    | 402 | 1655  | 290   | 114   | 334   | 162   | 222 | 151   | 111 | 102 | 305                      | 179                        | 239 | 176 | 88  | 61  | 252 | 80  | 764  | 446 |     |
| IN THE NEWS- 11.56AM        |     |            |     |     |            |                 |      |                                    |              |     |                     | 10                          | 183   | 184   | A     | 5.0   | 18  | 419   | 1864  | 283   | 119   | 421   | 257 | 293   | 197 | 52  | 112                      | 365                        | 255 | 276 | 213 | 99  | 89  | 215 | 103  | 863 | 628 |
| SAT. 11.56A 3 CBS CN        |     |            |     |     |            |                 |      |                                    |              |     |                     | 93                          | 93  | B     | 5.1   | 17    | 427 | 1845  | 369   | 159   | 461   | 252   | 334 | 236   | 117 | 116 | 385                      | 212                        | 280 | 229 | 112 | 101 | 276 | 165 | 723  | 442 |     |
| IN THE NEWS- 12.26PM        |     |            |     |     |            |                 |      |                                    |              |     |                     | 6                           | 173   | 171   | A     | 3.4   | 12  | 285   | 1596  | 302   | 172   | 439   | 260 | 305   | 258 | 83  | 96                       | 252                        | 217 | 238 | 150 | 21  | LT  | 171 | 133  | 734 | 499 |
| SAT. 12.26P 3 CBS CN        |     |            |     |     |            |                 |      |                                    |              |     |                     | 87                          | 87  | B     | 3.6   | 12    | 302 | 1776  | 426   | 171   | 509   | 261   | 369 | 247   | 138 | 124 | 270                      | 133                        | 185 | 135 | 71  | 85  | 223 | 166 | 774  | 497 |     |
| IN THE NEWS- 12.56PM        |     |            |     |     |            |                 |      |                                    |              |     |                     | 17                          | 170   | 176   | A     | 3.3   | 11  | 277   | 1776  | 424   | 98    | 503   | 275 | 329   | 116 | 144 | 142                      | 217                        | 130 | 188 | 144 | 87  | 29  | 341 | 281  | 715 | 387 |
| SAT. 12.56P 3 CBS CN        |     |            |     |     |            |                 |      |                                    |              |     |                     | 86                          | 88  | B     | 5.1   | 16    | 427 | 1739  | 381   | 127   | 428   | 207   | 292 | 209   | 142 | 122 | 374                      | 211                        | 275 | 196 | 111 | 89  | 247 | 119 | 690  | 384 |     |
| IN THE NEWS- 1.26PM         |     |            |     |     |            |                 |      |                                    |              |     |                     | 16                          | 167   | 166   | A     | 4.3   | 15  | 360   | 1339  | 273   | 137   | 323   | 109 | 165   | 114 | 131 | 158                      | 228                        | 137 | 162 | 92  | 47  | 66  | 229 | 146  | 559 | 314 |
| SAT. 1.26P 3 CBS CN         |     |            |     |     |            |                 |      |                                    |              |     |                     | 85                          | 86  | B     | 4.6   | 14    | 385 | 1703  | 394   | 161   | 443   | 239   | 303 | 224   | 134 | 118 | 364                      | 189                        | 272 | 218 | 145 | 82  | 193 | 106 | 703  | 374 |     |
| LITTLES                     |     |            |     |     |            |                 |      |                                    |              |     |                     | 30                          | 197   | 197   | A     | 5.3   | 18  | 444   | 1716  | 355   | 34    | 355   | 249 | 276   | 177 | 44  | 79                       | 268                        | 195 | 231 | 175 | 36  | 37  | 260 | 143  | 833 | 420 |
| SAT. 10.30A 30 ABC CA       |     |            |     |     |            |                 |      |                                    |              |     |                     | 96                          | 97  | B     | 5.9   | 20    | 494 | 1764  | 261   | 114   | 309   | 167   | 227 | 165   | 98  | 74  | 191                      | 103                        | 165 | 125 | 74  | 23  | 319 | 147 | 945  | 580 |     |
| MASTER GOLF TOURN.-SAT(S)   |     |            |     |     |            |                 |      |                                    |              |     |                     | 201                         |   | A     | 6.1   | 17    | 511 | 1098  | 266   | 22    | 315   | 14    | 71  | 71    | 175 | 244 | 658                      | 203                        | 303 | 280 | 280 | 290 | 41  | LT  | 84   | 45  |     |
| CONT'D                      |     |            |     |     |            |                 |      |                                    |              |     |                     |                             |   |       |       |       |     |       |       |       |       |       |     |       |     |     |                          |                            |     |     |     |     |     |     |      |     |     |



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1984 REPORT

| PROGRAM NAME               |      |             |     |     |      | T/C THIS SEASON |      | NO. OF STATIONS & PROGRAM COVERAGE |              | KEY | HOUSEHOLD AUDIENCES |                    | AUDIENCE COMPOSITION     |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
|----------------------------|------|-------------|-----|-----|------|-----------------|------|------------------------------------|--------------|-----|---------------------|--------------------|--------------------------|---|-------|-------|-------|-------|------|-------|-------|-------|-------|-------|------|-------|-------|-------|-------|-------|
| WK #                       | DAY  | START TIME  | DUR | NET | TYPE | WK 1            | WK 2 | AVG. AUD. %                        | AVG. SHARE % |     | AVG. (0,000)        | TOTAL PERSONS (2+) | LADY WORK-ING HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
|                            |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          | TOTAL   | 18-34 | 18-49 | 25-54 | 35-64 | 55+  | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 | 55+  | TOTAL | 18-34 | 18-49 | 25-54 | 35-64 |
| WEEKEND DAYTIME CONT'D     |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
| MASTER GOLF TOURN.-CONT'D  |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
| 2                          | SAT. | 3.30P       | 150 | CBS | SE   |                 | 99   | A                                  | 5.0          | 16  | 419                 | 1451               | 452^                     | 57v   | 494^  | 80v   | 254^  | 254^  | 306^ | 240^  | 843   | 334^  | 480^  | 366^  | 339^ | 322^  | LT    | LT    | 114v  | 40v   |
|                            |      | 3.30 - 4.00 |     |     |      |                 |      | A                                  | 5.8          | 17  | 486                 | 1189               | 212^                     | LT  | 257^  | LT    | 27v   | 27v   | 140^ | 230^  | 774   | 301^  | 437^  | 344^  | 316^ | 261^  | 18v   | LT    | 140^  | 53v   |
|                            |      | 4.00 - 4.30 |     |     |      |                 |      | A                                  | 6.2          | 17  | 520                 | 1148               | 277^                     | 23v   | 327^  | LT    | 75v   | 75v   | 209^ | 252^  | 665   | 256^  | 327^  | 258^  | 243^ | 255^  | 50v   | LT    | 106v  | 53v   |
|                            |      | 4.30 - 5.00 |     |     |      |                 |      | A                                  | 6.8          | 18  | 570                 | 879                | 227^                     | 11v   | 277^  | LT    | 33v   | 33v   | 149^ | 244^  | 488   | 88v   | 142^  | 207^  | 230^ | 281^  | 65v   | LT    | 49v   | 49v   |
|                            |      | 5.00 - 5.30 |     |     |      |                 |      | A                                  | 6.7          | 17  | 561                 | 920                | 200^                     | 25v   | 255^  | LT    | LT    | LT    | 104^ | 255^  | 573   | 91v   | 195^  | 248^  | 281^ | 325^  | 62v   | LT    | 30v   | 30v   |
| MASTER GOLF TOURN.-SUN.(S) |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
| 2                          | SUN. | 3.00P       | 210 | CBS | SE   |                 | 99   | A                                  | 8.8          | 21  | 737                 | 1285               | 457                      | 127^  | 491   | 65v   | 174^  | 186^  | 232^ | 285^  | 741   | 180^  | 343   | 341   | 369  | 320   | 12v   | LT    | 41v   | 12v   |
|                            |      | 3.00 - 3.30 |     |     |      |                 |      | A                                  | 7.4          | 20  | 620                 | 1271               | 352^                     | 65v   | 406   | 62v   | 177^  | 161^  | 221^ | 200^  | 826   | 252^  | 422   | 377   | 378  | 311^  | LT    | LT    | 39v   | 25v   |
|                            |      | 3.30 - 4.00 |     |     |      |                 |      | A                                  | 7.7          | 20  | 645                 | 1304               | 378                      | 121^  | 414   | 28v   | 158^  | 158^  | 201^ | 256^  | 831   | 203^  | 381   | 362   | 412  | 360   | LT    | LT    | 59v   | 20v   |
|                            |      | 4.00 - 4.30 |     |     |      |                 |      | A                                  | 8.6          | 22  | 721                 | 1243               | 432                      | 133^  | 463   | 45v   | 170^  | 188^  | 217^ | 275^  | 738   | 152^  | 307^  | 346   | 386  | 332   | LT    | LT    | 42v   | LT    |
|                            |      | 4.30 - 5.00 |     |     |      |                 |      | A                                  | 8.8          | 21  | 737                 | 1228               | 474                      | 129^  | 505   | 40v   | 156^  | 191^  | 245^ | 314^  | 699   | 146^  | 297^  | 314   | 360  | 318   | LT    | LT    | 24v   | LT    |
|                            |      | 5.00 - 5.30 |     |     |      |                 |      | A                                  | 9.0          | 20  | 754                 | 1306               | 515                      | 117^  | 544   | 95^   | 195^  | 204^  | 236^ | 315   | 701   | 174^  | 342   | 338   | 368  | 295^  | 31v   | LT    | 30v   | LT    |
|                            |      | 5.30 - 6.00 |     |     |      |                 |      | A                                  | 9.9          | 22  | 830                 | 1243               | 466                      | 103^  | 494   | 80^   | 151^  | 151^  | 218^ | 306   | 708   | 160^  | 322   | 326   | 353  | 320   | 25v   | LT    | 16v   | LT    |
|                            |      | 6.00 - 6.30 |     |     |      |                 |      | A                                  | 10.0         | 20  | 838                 | 1426               | 550                      | 199^  | 585   | 100^  | 209^  | 237^  | 280  | 312   | 739   | 188^  | 361   | 350   | 350  | 321   | 23v   | LT    | 79^   | 41v   |
| MEET THE PRESS             |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
|                            | SUN. | 12.30P      | 30  | NBC | CC   | 28              | 177  | A                                  | 3.6          | 12  | 302                 | 1361               | 732                      | 145^  | 845   | 235^  | 457   | 400   | 271^ | 388^  | 405   | 162^  | 248^  | 199^  | 143^ | 157^  | 52v   | LT    | 59v   | 50v   |
|                            |      |             |     |     |      | 95              | 97   | B                                  | 3.0          | 9   | 251                 | 1234               | 506                      | 160   | 567   | 106   | 184   | 194   | 198  | 354   | 531   | 149   | 259   | 240   | 236  | 243   | 32    | LT    | 104   | 80    |
| MENUDO-10:25AM             |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
|                            | SAT. | 10.25A      | 4   | ABC | CN   | 30              | 201  | A                                  | 5.4          | 18  | 453                 | 1786               | 301                      | 40v   | 323   | 216^  | 263   | 193^  | 47v  | 60v   | 225^  | 179^  | 202^  | 127^  | 23v  | 23v   | 229^  | 95^   | 1009  | 576   |
|                            |      |             |     |     |      | 99              | 99   | B                                  | 6.0          | 21  | 503                 | 1789               | 237                      | 102   | 274   | 157   | 209   | 149   | 84   | 59    | 193   | 106   | 168   | 120   | 78   | 23    | 297   | 142   | 1025  | 622   |
| MENUDO-11:55AM             |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
|                            |      |             |     |     |      | 12              | 199  | A                                  | 4.7          | 17  | 394                 | 1853               | 391                      | 139^  | 394   | 311   | 344   | 192^  | 59v  | 50v   | 192^  | 76^   | 137^  | 82^   | 61v  | 55v   | 324   | 214^  | 943   | 402   |
| SAT. 11.55A 4 ABC CN 98 97 |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
|                            |      |             |     |     |      |                 |      | B                                  | 5.7          | 19  | 478                 | 1657               | 344                      | 145   | 401   | 225   | 301   | 199   | 141  | 78    | 242   | 137   | 210   | 149   | 87   | 32    | 279   | 155   | 735   | 420   |
| MR. T                      |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
|                            | SAT. | 11.00A      | 30  | NBC | CA   | 30              | 203  | A                                  | 6.3          | 22  | 528                 | 1860               | 347                      | 178^  | 446   | 208^  | 338   | 261   | 149^ | 100^  | 223   | 139^  | 189^  | 141^  | 84^  | 19v   | 258   | 79^   | 933   | 563   |
|                            |      |             |     |     |      | 97              | 87   | B                                  | 8.3          | 28  | 696                 | 1861               | 315                      | 135   | 354   | 199   | 268   | 197   | 118  | 69    | 250   | 147   | 203   | 156   | 82   | 40    | 307   | 136   | 950   | 530   |
| MONCHHICHIS                |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
|                            | SAT. | 8.00A       | 30  | ABC | CA   | 13              | 191  | A                                  | 3.7          | 21  | 310                 | 2200               | 416                      | 67v   | 416   | 114^  | 255^  | 255^  | 251^ | 126^  | 141^  | 55v   | 97^   | 69v   | 86v  | 44v   | 381   | 170^  | 1262  | 904   |
|                            |      |             |     |     |      | 95              | 95   | B                                  | 3.6          | 21  | 302                 | 1844               | 223                      | 100   | 255   | 111   | 161   | 122   | 98   | 83    | 151   | 76    | 129   | 117   | 66   | LT    | 249   | 87    | 1189  | 816   |
| NBA ON CBS                 |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
| 1                          | SUN. | 1.00P       | 165 | CBS | SE   | 5               | 190  | A                                  | 4.9          | 14  | 411                 | 1484               | 354^                     | 131v  | 352^  | 73v   | 171^  | 236^  | 190^ | 109v  | 983   | 484^  | 785   | 598   | 395^ | 160^  | 117v  | LT    | 32v   | 32v   |
|                            |      | 1.00 - 1.30 |     |     |      | 96              |      | B                                  | 6.0          | 16  | 503                 | 1465               | 363                      | 156   | 391   | 101   | 231   | 224   | 198  | 126v  | 793   | 340   | 556   | 438   | 325  | 208   | 179   | 62    | 102   | 73    |
|                            |      | 1.30 - 2.00 |     |     |      |                 |      | A                                  | 4.2          | 13  | 352                 | 1622               | 402^                     | 113v  | 402^  | 62v   | 175^  | 240^  | 196^ | 162v  | 1066  | 529^  | 873   | 597^  | 427^ | 156v  | 122v  | 23v   | 32v   | 32v   |
|                            |      | 2.00 - 2.30 |     |     |      |                 |      | A                                  | 4.7          | 14  | 394                 | 1683               | 389^                     | 107v  | 389^  | 44v   | 153^  | 244^  | 215^ | 145v  | 1133  | 598   | 879   | 603   | 400^ | 170^  | 128v  | 12v   | 33v   | 33v   |
|                            |      | 2.30 - 3.00 |     |     |      |                 |      | A                                  | 5.3          | 15  | 444                 | 1435               | 325^                     | 121v  | 325^  | 68v   | 151^  | 223^  | 179^ | 102v  | 969   | 474^  | 824   | 634   | 397^ | 145^  | 107v  | LT    | 34v   | 34v   |
|                            |      | 3.00 - 3.30 |     |     |      |                 |      | A                                  | 5.1          | 14  | 427                 | 1417               | 325^                     | 129v  | 325^  | 81v   | 166^  | 224^  | 172^ | 101v  | 958   | 464^  | 739   | 610   | 391^ | 175^  | 96v   | LT    | 38v   | 38v   |
|                            |      | 3.30 - 4.00 |     |     |      |                 |      | A                                  | 4.9          | 14  | 411                 | 1399               | 345^                     | 165^  | 345^  | 93v   | 196^  | 238^  | 194^ | 80v   | 890   | 408^  | 675   | 576   | 389^ | 166^  | 137v  | LT    | 27v   | 27v   |
|                            |      |             |     |     |      |                 |      | A                                  | 5.3          | 14  | 444                 | 1439               | 365^                     | 180^  | 365^  | 113v  | 198^  | 257^  | 191^ | 72v   | 916   | 451^  | 745   | 579   | 370^ | 171^  | 131v  | LT    | 27v   | 27v   |
| NBA ON CBS GAME 2-SP(S)    |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
| 1                          | SUN. | 3.45P       | 143 | CBS | SE   |                 | 97   | A                                  | 5.1          | 13  | 427                 | 1506               | 455^                     | 204^  | 455^  | 136v  | 232^  | 224^  | 185^ | 172^  | 827   | 392^  | 628   | 516^  | 345^ | 184^  | 113v  | 11v   | 111v  | 91v   |
|                            |      | 3.30 - 4.00 |     |     |      |                 |      | A                                  | 4.1          | 11  | 344                 | 1337               | 308^                     | 172v  | 308^  | 93v   | 148^  | 156v  | 119^ | 111v  | 811   | 375^  | 634^  | 512^  | 323^ | 177^  | 148v  | LT    | 70v   | 70v   |
|                            |      | 4.00 - 4.30 |     |     |      |                 |      | A                                  | 4.8          | 13  | 402                 | 1468               | 398^                     | 184^  | 398^  | 102v  | 196^  | 207^  | 182^ | 146v  | 858   | 428^  | 661   | 534^  | 339^ | 197^  | 107v  | LT    | 105v  | 105v  |
|                            |      | 4.30 - 5.00 |     |     |      |                 |      | A                                  | 5.3          | 13  | 444                 | 1592               | 486^                     | 259^  | 486^  | 164^  | 276^  | 215^  | 180^ | 164^  | 877   | 422^  | 704   | 558   | 353^ | 173^  | 110v  | LT    | 119v  | 119v  |
|                            |      | 5.00 - 5.30 |     |     |      |                 |      | A                                  | 5.2          | 13  | 436                 | 1631               | 461^                     | 188^  | 461^  | 159^  | 252^  | 251^  | 178^ | 158^  | 896   | 475^  | 700   | 540   | 337^ | 177^  | 107v  | 14v   | 167^  | 117v  |
|                            |      | 5.30 - 6.00 |     |     |      |                 |      | A                                  | 5.4          | 13  | 453                 | 1331               | 473^                     | 170^  | 473^  | 143^  | 233^  | 232^  | 199^ | 189^  | 730   | 323^  | 526   | 476^  | 343^ | 174^  | 102v  | 19v   | 26v   | 26v   |
|                            |      | 6.00 - 6.30 |     |     |      |                 |      | A                                  | 6.7          | 15  | 561                 | 1433               | 545                      | 232^  | 568   | 86v   | 205^  | 268^  | 253^ | 300^  | 584   | 150^  | 313^  | 325^  | 308^ | 212^  | 95v   | 33v   | 186^  | 78v   |
| NBC MAJOR LEAGUE PRE GAME  |      |             |     |     |      |                 |      |                                    |              |     |                     |                    |                          |   |       |       |       |       |      |       |       |       |       |       |      |       |       |       |       |       |
| 1                          | SAT. | 1.30P       | 17  | NBC | SC   | 2               | 209  | A                                  | 4.9          | 17  | 411                 | 1672               | 448                      | 82^   | 472   | 147^  | 229^  | 187^  | 171^ | 198^  | 630   | 224^  | 354   | 333   | 286^ | 214^  | 323   | 17v   | 247^  | 200^  |
| 2                          | SAT. | 3.00P       | 17  |     |      | 207             | 99   | B                                  | 4.9          | 17  | 411                 | 1672               | 448                      | 82  | 472   | 147   | 229   | 187   | 171  | 198   | 630   | 224   | 354   | 333   | 286  | 214   | 323   | 17    | 247   | 200   |



KEY: A = CURRENT REPORT    B = SEASON AVERAGE

| PROGRAM NAME             |      |             |     |     |            |      |      |     |             | T/C THIS SEASON |                   | NO. OF STATIONS & PROGRAM COVERAGE |                    | HOUSEHOLD AUDIENCES   |       | AUDIENCE COMPOSITION |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|--------------------------|------|-------------|-----|-----|------------|------|------|-----|-------------|-----------------|-------------------|------------------------------------|--------------------|---|-------|----------------------|-------|-------|------|-------|-------|-------|-------|---------------|------|-----------------|------------|------|------|------|------|
| WK #                     | DAY  | START TIME  | DUR | NET | PROG. TYPE | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE %    | AVG. AUD. (0,000) | TOTAL PERSONS (2+)                 | LADY OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    | WOMEN   |       |                      |       |       | MEN  |       |       |       |       | TEENS (12-17) |      | CHILDREN (2-11) |            |      |      |      |      |
|                          |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    | TOTAL   | 18-34 | 18-49                | 25-54 | 35-64 | 55+  | TOTAL | 18-34 | 18-49 | 25-54 | 35-64         | 55+  | TOTAL FEM.      | TOTAL 6-11 |      |      |      |      |
| WEEKEND DAYTIME CONT'D   |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| PRO BOWLERS TOUR         |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| 1                        | SAT. | 3.30P       | 90  | ABC | SE         | 15   | 181  | 190 | A           | 5.9             | 17                | 494                                | 1328               | 618   | 203^  | 647                  | 129^  | 241   | 289  | 323   | 315   | 529   | 174^  | 267           | 239  | 186^            | 231^       | 33^  | LT   | 119^ | 49^  |
| 2                        | SAT. | 3.30P       | 97  | ABC | SE         | 93   | 95   | B   | 7.3         | 19              | 612               | 1346                               | 554                | 158   | 583   | 152                  | 247   | 260   | 268  | 290   |       | 602   | 173   | 314           | 298  | 273             | 254        | 62   | 29   | 99   | 64^  |
| 3.30 - 4.00              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| 4.00 - 4.30              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| 4.30 - 5.00              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| 5.00 - 5.30              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| PUPPY-FURTHER ADVENTURES |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          | SAT. | 11.00A      | 30  | ABC | CA         | 29   | 196  | 198 | A           | 5.1             | 18                | 427                                | 1803               | 344   | 84^   | 344                  | 171^  | 254^  | 177^ | 144^  | 90^   | 229^  | 96^   | 184^          | 88^  | 88^             | 45^        | 403  | 253^ | 827  | 430  |
|                          | SAT. | 11.00A      | 30  | ABC | CA         | 95   | 96   | B   | 5.9         | 20              | 494               | 1734                               | 279                | 119   | 335   | 187^                 | 267   | 176   | 118  | 58    |       | 253   | 169   | 222           | 135  | 71              | 27         | 279  | 167  | 867  | 527  |
| RASCALS/RICHIE RICH      |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          | SAT. | 8.30A       | 30  | ABC | CA         | 30   | 194  | 195 | A           | 4.1             | 19                | 344                                | 2058               | 490   | 47^   | 490                  | 204^  | 311^  | 236^ | 150^  | 163^  | 210^  | 136^  | 196^          | 91^  | 74^             | 14^        | 105^ | 58^  | 1253 | 742  |
|                          | SAT. | 8.30A       | 30  | ABC | CA         | 98   | 98   | B   | 4.2         | 20              | 352               | 1799                               | 284                | 120   | 306   | 150                  | 216   | 165   | 101  | 81    |       | 223   | 115   | 191           | 151  | 94              | 25         | 216  | 90   | 1054 | 653  |
| RUBIK, THE AMAZING CUBE  |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          | SAT. | 10.00A      | 30  | ABC | CA         | 30   | 200  | 200 | A           | 5.5             | 19                | 461                                | 1824               | 307   | 45^   | 333                  | 224^  | 266   | 203^ | 55^   | 67^   | 256   | 192^  | 216^          | 134^ | 40^             | 40^        | 207^ | 83^  | 1028 | 561  |
|                          | SAT. | 10.00A      | 30  | ABC | CA         | 99   | 99   | B   | 6.3         | 22              | 528               | 1815                               | 237                | 104   | 276   | 156                  | 209   | 150   | 84   | 62    |       | 198   | 109   | 170           | 120  | 79              | 26         | 282  | 133  | 1059 | 638  |
| SATURDAY SUPERCAR        |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          | SAT. | 8.30A       | 60  | CBS | CA         | 30   | 191  | 189 | A           | 5.2             | 23                | 436                                | 1690               | 323   | 25^   | 346                  | 196^  | 243^  | 118^ | 79^   | 103^  | 311   | 184^  | 218^          | 194^ | 98^             | 73^        | 160^ | 53^  | 873  | 569  |
|                          | SAT. | 8.30 - 9.00 |     |     |            |      |      |     | B           | 5.3             | 24                | 444                                | 1795               | 231   | 72    | 248                  | 112   | 155   | 109  | 80    | 83    | 201   | 100   | 145           | 116  | 74              | 49         | 248  | 90   | 1098 | 741  |
|                          | SAT. | 9.00 - 9.30 |     |     |            |      |      |     | A           | 4.8             | 22                | 402                                | 1697               | 374   | 30^   | 374                  | 207^  | 255^  | 110^ | 80^   | 119^  | 330   | 190^  | 239^          | 220^ | 120^            | 61^        | 131^ | 34^  | 862  | 554  |
|                          | SAT. | 9.00 - 9.30 |     |     |            |      |      |     | A           | 5.5             | 22                | 461                                | 1703               | 289   | 20^   | 330                  | 190^  | 241^  | 127^ | 84^   | 89^   | 285   | 177^  | 198^          | 173^ | 75^             | 74^        | 188^ | 69^  | 900  | 590  |
| SCHOOLHOUSE ROCK-8:25AM  |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          | SAT. | 8.25A       | 4   | ABC | CN         | 13   | 192  | 193 | A           | 4.2             | 22                | 352                                | 2151               | 443   | 57^   | 443                  | 168^  | 294^  | 248^ | 236^  | 118^  | 136^  | 50^   | 88^           | 62^  | 86^             | 48^        | 293^ | 119^ | 1279 | 866  |
|                          | SAT. | 8.25A       | 4   | ABC | CN         | 95   | 95   | B   | 4.2         | 23              | 352               | 1864                               | 217                | 94  | 246   | 120                  | 162   | 120   | 85   | 74    |       | 158   | 78    | 140           | 123  | 73              | LT         | 254  | 86   | 1206 | 814  |
| 5:30 - 3:00              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| SHIRT TALES              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          | SAT. | 8.30A       | 30  | NBC | CA         | 30   | 198  | 198 | A           | 5.5             | 26                | 461                                | 1751               | 261   | 139^  | 289                  | 109^  | 194^  | 217^ | 155^  | 53^   | 149^  | 102^  | 102^          | 102^ | 10^             | 47^        | 284  | 151^ | 1029 | 612  |
|                          | SAT. | 8.30A       | 30  | NBC | CA         | 98   | 98   | B   | 4.7         | 24              | 394               | 1763                               | 255                | 109   | 284   | 146                  | 217   | 174   | 120  | 48    |       | 179   | 106   | 140           | 111  | 55              | 34         | 222  | 115  | 1078 | 634  |
| SMURFS I                 |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          | SAT. | 9.00A       | 30  | NBC | CA         | 30   | 210  | 210 | A           | 7.0             | 28                | 587                                | 1687               | 274   | 117^  | 308                  | 135^  | 244   | 218  | 157^  | 50^   | 158^  | 106^  | 121^          | 104^ | 32^             | 37^        | 241  | 124^ | 980  | 605  |
|                          | SAT. | 9.00A       | 30  | NBC | CA         | 99   | 99   | B   | 6.5         | 27              | 545               | 1824                               | 273                | 116   | 303   | 173                  | 231   | 171   | 106  | 50    |       | 217   | 143   | 184           | 133  | 62              | 25         | 270  | 143  | 1034 | 583  |
| SMURFS II                |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          | SAT. | 9.30A       | 30  | NBC | CA         | 30   | 210  | 210 | A           | 8.4             | 31                | 704                                | 1766               | 247   | 144^  | 333                  | 190   | 271   | 217  | 122^  | 49^   | 196   | 133^  | 161^          | 134^ | 45^             | 28^        | 312  | 167^ | 925  | 561  |
|                          | SAT. | 9.30A       | 30  | NBC | CA         | 99   | 99   | B   | 8.2         | 31              | 687               | 1877                               | 299                | 133   | 341   | 200                  | 275   | 195   | 117  | 47    |       | 220   | 135   | 186           | 144  | 72              | 23         | 292  | 153  | 1024 | 570  |
| SMURFS III               |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          | SAT. | 10.00A      | 30  | NBC | CA         | 30   | 210  | 210 | A           | 8.9             | 31                | 746                                | 1811               | 280   | 99^   | 329                  | 188   | 255   | 207  | 114^  | 54^   | 161   | 98^   | 129^          | 87^  | 58^             | 27^        | 414  | 220  | 907  | 574  |
|                          | SAT. | 10.00A      | 30  | NBC | CA         | 99   | 99   | B   | 9.0         | 32              | 754               | 1896                               | 315                | 136   | 351   | 195                  | 279   | 211   | 125  | 51    |       | 229   | 149   | 193           | 140  | 67              | 27         | 323  | 154  | 993  | 582  |
| SPIDERMAN/HULK 2(B)      |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| 1                        | SAT. | 12.00N      | 30  | NBC | CA         | 150  | 72   | A   | 4.7         | 17              | 394               | 1525                               | 399^               | 66^   | 437^  | 170^                 | 322^  | 322^  | 152^ | 115^  |       | 190^  | LT    | 132^          | 132^ | 190^            | 58^        | 215^ | LT   | 683  | 416^ |
| SPIDERMAN/HULK 1         |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          | SAT. | 11.30A      | 30  | NBC | CA         | 29   | 151  | 154 | A           | 4.3             | 15                | 360                                | 1711               | 353   | 108^  | 417                  | 125^  | 306^  | 328  | 203^  | 89^   | 178^  | 84^   | 154^          | 126^ | 94^             | 24^        | 218^ | 52^  | 898  | 545  |
|                          | SAT. | 11.30A      | 30  | NBC | CA         | 73   | 74   | B   | 6.0         | 20              | 503               | 1797                               | 296                | 143   | 329   | 170                  | 240   | 184   | 119  | 72    |       | 255   | 151   | 201           | 159  | 82              | 41         | 342  | 132  | 871  | 472  |
| SPIDERMAN/HULK 2         |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| 2                        | SAT. | 12.00N      | 30  | NBC | CA         | 26   | 154  | 74  | A           | 4.5             | 15                | 377                                | 1398               | 183^  | 117^  | 183^                 | 56^   | 162^  | 162^ | 127^  | 21^   | 183^  | 70^   | 70^           | 42^  | 113^            | 98^        | 212^ | 119^ | 820  | 552^ |
|                          | SAT. | 12.00N      | 30  | NBC | CA         | 74   |      | B   | 6.1         | 19              | 511               | 1819                               | 350                | 163   | 391   | 187                  | 267   | 207   | 147  | 102   |       | 274   | 156   | 209           | 167  | 95              | 47         | 321  | 130  | 833  | 462  |
| SPORTSBEAT               |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
|                          | SAT. | 3.00P       | 30  | ABC | SC         | 11   | 162  | 155 | A           | 2.5             | 8                 | 210                                | 1276               | 434^  | 157^  | 467^                 | 148^  | 215^  | 209^ | 176^  | 223^  | 525^  | 281^  | 344^          | 305^ | 214^            | 129^       | LT   | LT   | 266^ | 133^ |
|                          | SAT. | 3.00P       | 30  | ABC | SC         | 85   | 83   | B   | 3.1         | 9               | 260               | 1375                               | 505                | 191   | 543   | 194                  | 298   | 250   | 202  | 210   |       | 579   | 188   | 329           | 298  | 273             | 212        | 68   | 21   | 185  | 145  |
| SPORTSWORLD              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| 1                        | SUN. | 3.00P       | 60  | NBC | SA         | 14   | 175  | 179 | A           | 5.4             | 13                | 453                                | 1428               | 400   | 104^  | 441                  | 105^  | 243^  | 252^ | 266   | 161^  | 710   | 309   | 446           | 451  | 357             | 186^       | 146^ | 75^  | 131^ | 98^  |
| 2                        | SUN. | 4.30P       | 90  | NBC | SA         | 89   | 93   | B   | 5.3         | 12              | 444               | 1491                               | 440                | 171   | 489   | 152                  | 286   | 276   | 256  | 157   |       | 773   | 302   | 495           | 447  | 359             | 221        | 109  | 41   | 120  | 83   |
| 3.00 - 3.30              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| 3.30 - 4.00              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| 4.30 - 5.00              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| 5.00 - 5.30              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |
| 5.30 - 6.00              |      |             |     |     |            |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |      |      |      |

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| PROGRAM NAME             |     |            |     |     |      |      |      |     |             | T/C THIS SEASON |                   | NO. OF STATIONS & PROGRAM COVERAGE |                    | HOUSEHOLD AUDIENCES   |       | AUDIENCE COMPOSITION |       |       |      |       |       |       |       |               |      |                 |            |      |     |      |      |
|--------------------------|-----|------------|-----|-----|------|------|------|-----|-------------|-----------------|-------------------|------------------------------------|--------------------|---|-------|----------------------|-------|-------|------|-------|-------|-------|-------|---------------|------|-----------------|------------|------|-----|------|------|
| WK #                     | DAY | START TIME | DUR | NET | TYPE | WK 1 | WK 2 | KEY | AVG. AUD. % | AVG. SHARE %    | AVG. AUD. (0,000) | TOTAL PERSONS (2+)                 | LADY OF HOUSE WOM. | VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES |       |                      |       |       |      |       |       |       |       | TEENS (12-17) |      | CHILDREN (2-11) |            |      |     |      |      |
|                          |     |            |     |     |      |      |      |     |             |                 |                   |                                    |                    | TOTAL   | 18-34 | 18-49                | 25-54 | 35-64 | 55+  | TOTAL | 18-34 | 18-49 | 25-54 | 35-64         | 55+  | TOTAL FEM.      | TOTAL 6-11 |      |     |      |      |
| WEEKEND DAYTIME CONT'D   |     |            |     |     |      |      |      |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |     |      |      |
| SUNDAY MORNING           |     |            |     |     |      | 28   | 171  | 173 | A           | 4.2             | 17                | 352                                | 1315               | 540   | 236^  | 568                  | 125^  | 205^  | 177^ | 256^  | 352   | 650   | 202^  | 380           | 351  | 345             | 245^       | 37^  | LT  | 60^  | 40^  |
| SUN. 9.00A 90 CBS N      |     |            |     |     |      | 95   | 95   |     | B           | 4.8             | 20                | 402                                | 1295               | 561   | 238   | 603                  | 107   | 233   | 244  | 308   | 337   | 565   | 144   | 283           | 309  | 308             | 232        | 46   | 26  | 81   | 45   |
| 9.00 - 9.30              |     |            |     |     |      |      |      |     | A           | 3.6             | 17                | 302                                | 1328               | 530   | 172^  | 546                  | 126^  | 188^  | 162^ | 228^  | 344^  | 709   | 163^  | 378^          | 375^ | 430             | 295^       | LT   | LT  | 63^  | 37^  |
| 9.30 - 10.00             |     |            |     |     |      |      |      |     | A           | 4.3             | 17                | 360                                | 1361               | 541   | 250^  | 582                  | 144^  | 213^  | 176^ | 252^  | 360   | 697   | 217^  | 428           | 397  | 375             | 241^       | LT   | LT  | 73^  | 55^  |
| 10.00 - 10.30            |     |            |     |     |      |      |      |     | A           | 4.6             | 18                | 385                                | 1304               | 559   | 273^  | 601                  | 114^  | 227^  | 204^ | 291^  | 361   | 583   | 235^  | 359           | 307  | 257^            | 208^       | 76^  | LT  | 44^  | 26^  |
| TARZAN LORD OF JUNGLE    |     |            |     |     |      | 10   | 192  | 190 | A           | 5.0             | 17                | 419                                | 1489               | 339   | 74^   | 417                  | 159^  | 255^  | 140^ | 148^  | 162^  | 303   | 219^  | 255^          | 146^ | 58^             | 41^        | 158^ | 84^ | 611  | 372  |
| SAT. 10.00A 30 CBS CA    |     |            |     |     |      | 96   | 96   |     | B           | 5.4             | 18                | 453                                | 1632               | 281   | 104   | 335                  | 150   | 216   | 148  | 111   | 115   | 318   | 210   | 259           | 166  | 67              | 54         | 240  | 82  | 739  | 463  |
| THIS WEEK-DAVID BRINKLEY |     |            |     |     |      | 26   | 171  | 175 | A           | 4.2             | 14                | 352                                | 1236               | 552   | 49^   | 566                  | 18^   | 166^  | 148^ | 269^  | 400   | 574   | 170^  | 235^          | 253^ | 218^            | 267^       | 62^  | 25^ | 34^  | 14^  |
| SUN. 11.30A 60 ABC N     |     |            |     |     |      | 95   | 95   |     | B           | 4.0             | 12                | 335                                | 1383               | 589   | 190   | 624                  | 112   | 210   | 215  | 243   | 376   | 587   | 148   | 259           | 255  | 251             | 271        | 58   | 24  | 114  | 94   |
| 11.30 - 12.00            |     |            |     |     |      |      |      |     | A           | 4.1             | 14                | 344                                | 1340               | 589   | 38^   | 592                  | 17^   | 177^  | 160^ | 304^  | 415   | 651   | 276^  | 366           | 319^ | 224^            | 227^       | 97   | 53^ | LT   | LT   |
| 12.00 - 12.30            |     |            |     |     |      |      |      |     | A           | 4.2             | 14                | 352                                | 1134               | 517   | 60^   | 543                  | 14^   | 150^  | 136^ | 236^  | 393   | 494   | 62^   | 100^          | 182^ | 211^            | 312^       | 28^  | LT  | 69^  | 29^  |
| THUNDARR(B)              |     |            |     |     |      |      | 124  | 116 | A           | 3.9             | 14                | 327                                | 1281               | 262^  | 83^   | 262^                 | 137^  | 196^  | 222^ | 94^   | 40^   | 175^  | 77^   | 77^           | 40^  | 89^             | 98^        | 248^ | 74^ | 596  | 367  |
| SAT. 12.30P 30 NBC CA    |     |            |     |     |      | 66   | 66   |     |             |                 |                   |                                    |                    |   |       |                      |       |       |      |       |       |       |       |               |      |                 |            |      |     |      |      |
| USFL FOOTBALL            |     |            |     |     |      | 8    | 187  | 189 | A           | 6.3             | 16                | 528                                | 1608               | 454   | 133^  | 488                  | 160^  | 253   | 233  | 204^  | 214^  | 886   | 270   | 503           | 505  | 460             | 326        | 88^  | 50^ | 146^ | 115^ |
| SUN. 2.30P 210 ABC SE    |     |            |     |     |      | 95   | 95   |     | B           | 7.0             | 17                | 587                                | 1556               | 436   | 163   | 473                  | 141   | 249   | 239  | 217   | 195   | 887   | 283   | 490           | 494  | 424             | 331        | 89   | 24  | 107  | 76   |
| 2.30 - 3.00              |     |            |     |     |      |      |      |     | A           | 5.4             | 15                | 453                                | 1225               | 340   | 53^   | 360                  | 40^   | 95^   | 74^  | 194^  | 265   | 735   | 214^  | 377           | 358  | 345             | 322        | 68^  | 35^ | 62^  | 62^  |
| 3.00 - 3.30              |     |            |     |     |      |      |      |     | A           | 6.2             | 17                | 520                                | 1485               | 376   | 110^  | 414                  | 127^  | 191^  | 153^ | 183^  | 223^  | 902   | 254   | 459           | 473  | 468             | 377        | 85^  | 44^ | 84^  | 84^  |
| 3.30 - 4.00              |     |            |     |     |      |      |      |     | A           | 6.6             | 17                | 553                                | 1671               | 477   | 203^  | 528                  | 222   | 309   | 283  | 192^  | 197^  | 968   | 298   | 540           | 539  | 489             | 353        | 82^  | 49^ | 93^  | 93^  |
| 4.00 - 4.30              |     |            |     |     |      |      |      |     | A           | 6.5             | 17                | 545                                | 1758               | 576   | 156^  | 593                  | 238   | 361   | 374  | 237   | 190^  | 921   | 311   | 556           | 554  | 492             | 300        | 72^  | 37^ | 172^ | 140^ |
| 4.30 - 5.00              |     |            |     |     |      |      |      |     | A           | 6.8             | 16                | 570                                | 1725               | 529   | 145^  | 555                  | 207   | 322   | 321  | 222   | 205^  | 892   | 308   | 545           | 512  | 458             | 297        | 103^ | 51^ | 175^ | 134^ |
| 5.00 - 5.30              |     |            |     |     |      |      |      |     | A           | 6.3             | 15                | 528                                | 1661               | 442   | 133^  | 487                  | 136^  | 246   | 209^ | 218^  | 218^  | 879   | 246   | 524           | 542  | 492             | 300        | 101^ | 72^ | 194^ | 137^ |
| 5.30 - 6.00              |     |            |     |     |      |      |      |     | A           | 6.2             | 14                | 520                                | 1635               | 405   | 98^   | 443                  | 122^  | 206^  | 180^ | 182^  | 208^  | 883   | 252   | 502           | 540  | 463             | 335        | 92^  | 68^ | 217^ | 143^ |



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 2, 1984

| TIME                  |  | 7:00 | 7:15 | 7:30 | 7:45 | 8:00           | 8:15  | 8:30                              | 8:45  | 9:00           | 9:15  | 9:30 | 9:45  | 10:00   | 10:15 | 10:30 | 10:45 |
|-----------------------|--|------|------|------|------|----------------|-------|-----------------------------------|-------|----------------|-------|------|-------|---|-------|-------|-------|
| W<br>E<br>E<br>K<br>1 | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 15,750<br>18.8 |       |                                   |       | 25,140<br>30.0 |       |      |       |   |       |       |       |
|                       | ABC TV   |      |      |      |      |                |       | AUTOMAN<br>(SD)                   |       |                |       |      |       | ABC MONDAY NIGHT MOVIE<br>SINS OF THE PAST<br>(SD)                            |       |       |       |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 11,820<br>14.1 | 13.6* |                                   | 14.6* | 17,850<br>21.3 | 19.8* |      | 20.8* |   | 22.2* |       | 22.6* |
|                       | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 21<br>13.5     | 21*   |                                   | 21*   | 32<br>19.4     | 29*   |      | 31*   |   | 33*   |       | 36*   |
| W<br>E<br>E<br>K<br>2 | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 16,840<br>20.1 |       |                                   |       | 26,150<br>31.2 |       |      |       |   |       |       |       |
|                       | CBS TV   |      |      |      |      |                |       | SCARECROW & MRS. KING<br>(R)(SD)  |       |                |       |      |       | CBS NCAA BSKBL CHAMPSHIPS<br>GEORGETOWN VS HOUSTON<br>(9:00-11:11PM)<br>(-OP) |       |       |       |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 11,560<br>13.8 | 13.1* |                                   | 14.5* | 16,510<br>19.7 | 18.2* |      | 18.9* |   | 20.1* |       | 21.2* |
|                       | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 21<br>13.1     | 20*   |                                   | 22*   | 29<br>17.5     | 27*   |      | 28*   |   | 29*   |       | 32*   |
| W<br>E<br>E<br>K<br>3 | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 21,120<br>25.2 |       |                                   |       | 19,940<br>23.8 |       |      |       |   |       |       |       |
|                       | NBC TV   |      |      |      |      |                |       | TV BLOOPERS & PRAC. JOKES<br>(SD) |       |                |       |      |       | NBC MONDAY NIGHT MOVIES<br>THE FACTS OF LIFE GOES TO PARIS(R)<br>(SD)         |       |       |       |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 16,590<br>19.8 | 19.3* |                                   | 20.4* | 13,490<br>16.1 | 16.8* |      | 16.8* |   | 16.1* |       | 14.5* |
|                       | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 30<br>18.3     | 29*   |                                   | 30*   | 24<br>16.6     | 24*   |      | 25*   |   | 24*   |       | 23*   |
| W<br>E<br>E<br>K<br>4 | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 23,880<br>28.5 |       |                                   |       | 42,570<br>50.8 |       |      |       |   |       |       |       |
|                       | ABC TV   |      |      |      |      |                |       | BARBARA WALTERS SPECIAL<br>(SD)   |       |                |       |      |       | ACADEMY AWARDS<br>(9:00-12:08AM)<br>(-OP)                                     |       |       |       |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 18,520<br>22.1 | 21.4* |                                   | 22.8* | 25,390<br>30.3 | 29.9* |      | 33.7* |   | 32.8* |       | 30.5* |
|                       | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 34<br>21.1     | 33*   |                                   | 34*   | 50<br>28.3     | 44*   |      | 49*   |   | 49*   |       | 48*   |
| W<br>E<br>E<br>K<br>5 | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 17,010<br>20.3 |       |                                   |       | 17,680<br>21.1 |       |      |       |   |       |       |       |
|                       | CBS TV   |      |      |      |      |                |       | SCARECROW & MRS. KING<br>(R)(SD)  |       |                |       |      |       | CBS SPECIAL MOVIE PRES<br>STILL THE BEAVER(R)                                 |       |       |       |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 12,490<br>14.9 | 14.6* |                                   | 15.2* | 10,560<br>12.6 | 13.3* |      | 12.6* |   | 12.6* |       | 12.1* |
|                       | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 22<br>14.1     | 22*   |                                   | 22*   | 19<br>13.6     | 19*   |      | 18*   |   | 19*   |       | 20*   |
| W<br>E<br>E<br>K<br>6 | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 20,200<br>24.1 |       |                                   |       | 19,020<br>22.7 |       |      |       |   |       |       |       |
|                       | NBC TV   |      |      |      |      |                |       | TV BLOOPERS & PRAC. JOKES<br>(SD) |       |                |       |      |       | NBC MONDAY NIGHT MOVIES<br>DAMNATION ALLEY(R)                                 |       |       |       |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 14,830<br>17.7 | 16.8* |                                   | 18.7* | 11,980<br>14.3 | 14.2* |      | 14.3* |   | 14.5* |       | 14.2* |
|                       | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 26<br>16.1     | 25*   |                                   | 27*   | 22<br>14.7     | 20*   |      | 21*   |   | 22*   |       | 23*   |

|                        |       |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TV HOUSEHOLDS USING TV | WK. 1 | 60.9 | 63.1 | 64.2 | 64.9 | 65.0 | 66.2 | 67.2 | 68.8 | 69.1 | 69.0 | 68.4 | 67.8 | 67.5 | 65.7 | 63.7 | 61.4 |
| (See Def. 1)           | WK. 2 | 57.0 | 59.6 | 62.0 | 64.3 | 65.3 | 66.7 | 68.7 | 69.9 | 69.7 | 70.5 | 70.4 | 68.4 | 66.2 | 64.0 | 62.2 | 58.9 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. MON. APR. 9, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.3, 1984

| TIME                                   |  | 7:00  | 7:15 | 7:30 | 7:45 | 8:00  | 8:15       | 8:30                    | 8:45       | 9:00                          | 9:15       | 9:30               | 9:45       | 10:00  | 10:15                   | 10:30               | 10:45      |      |
|--|--|-------|------|------|------|---|------------|-------------------------|------------|-------------------------------|------------|--------------------|------------|--|-------------------------|---------------------|------------|------|
| W<br>E<br>E<br>K<br>1                  | TOTAL AUDIENCE<br>(Households (000) & %)       |       |      |      |      | 16,170<br>19.3                              |            | 13,740<br>16.4          |            | 16,170<br>19.3                |            | 13,740<br>16.4     |            | 15,170<br>18.1                               |                         |                     |            |      |
|  | ABC TV   |       |      |      |      | FOUL UPS,<br>BLEEPS-<br>BLUNDERS            |            | A.K.A. PABLO            |            | THREE'S COMPANY<br>(R)(S)(OP) |            | SHAPING UP<br>(SD) |            |  |                         | HART TO HART<br>(R) |            |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)     |       |      |      |      | 13,830<br>16.5                              |            | 11,650<br>13.9          |            | 14,330<br>17.1                |            | 11,820<br>14.1     |            | 11,820<br>14.1                               |                         | 14.2*               | 13.9*      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |       |      |      |      | 26<br>16.1                                  | 16.9       | 21<br>14.1              | 13.8       | 25<br>16.7                    | 17.5       | 21<br>14.1         | 14.2       | 24<br>14.2                                   | 23<br>14.3              | 24<br>14.0          | 24<br>13.7 |      |
| W<br>E<br>E<br>K<br>2                  | TOTAL AUDIENCE<br>(Households (000) & %)       |       |      |      |      | 13,320<br>15.9                              |            |                         |            | 22,790<br>27.2                |            |                    |            |  |                         |                     |            |      |
|  | CBS TV   |       |      |      |      |   |            | AMERICAN PARADE         |            |                               |            |                    |            | MISS TEEN USA<br>(9:00-11:01PM)<br>(SD)(-OP) |                         |                     |            |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)     |       |      |      |      | 8,630<br>10.3                               | 9.8*       |                         | 10.8*      | 13,410<br>16.0                | 14.0*      |                    | 16.0*      |  | 16.8*                   |                     | 17.1*      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |       |      |      |      | 16<br>10.1                                  | 15<br>9.4  | 10.4                    | 16<br>11.3 | 25<br>13.3                    | 21<br>14.7 | 15.9               | 24<br>16.2 | 24<br>16.8                                   | 27<br>16.9              | 30<br>17.0          | 30<br>17.2 |      |
| W<br>E<br>E<br>K<br>3                  | TOTAL AUDIENCE<br>(Households (000) & %)       |       |      |      |      | 24,390<br>29.1                              |            |                         |            | 20,360<br>24.3                |            |                    |            | 17,770<br>21.2                               |                         |                     |            |      |
|  | NBC TV   |       |      |      |      |   |            | A TEAM<br>(R)(SD)       |            |                               |            | RIPTIDE            |            |  | REMINGTON STEELE<br>(R) |                     |            |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)     |       |      |      |      | 18,600<br>22.2                              | 20.9*      |                         | 23.6*      | 15,420<br>18.4                | 18.3*      |                    | 18.5*      | 14,160<br>16.9                               | 17.2*                   |                     | 16.6*      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |       |      |      |      | 34<br>19.8                                  | 32<br>21.9 | 23.6                    | 35<br>23.6 | 27<br>18.5                    | 27<br>18.0 | 18.5               | 28<br>18.5 | 28<br>17.2                                   | 28<br>17.2              | 29<br>16.7          | 29<br>16.5 |      |
| W<br>E<br>E<br>K<br>4                  | TOTAL AUDIENCE<br>(Households (000) & %)       |       |      |      |      | 14,580<br>17.4                              |            | 13,410<br>16.0          |            | 16,090<br>19.2                |            | 13,740<br>16.4     |            | 13,580<br>16.2                               |                         |                     |            |      |
|  | ABC TV   |       |      |      |      | FOUL UPS,<br>BLEEPS-<br>BLUNDERS<br>(S)(OP) |            | A.K.A. PABLO            |            | THREE'S COMPANY<br>(R)        |            | SHAPING UP<br>(SD) |            |  |                         | HART TO HART<br>(R) |            |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)     |       |      |      |      | 12,230<br>14.6                              |            | 11,730<br>14.0          |            | 13,830<br>16.5                |            | 11,730<br>14.0     |            | 10,140<br>12.1                               |                         | 12.2*               | 11.9*      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |       |      |      |      | 23<br>14.0                                  |            | 21<br>13.8              | 14.2       | 25<br>16.0                    | 30<br>17.0 | 22<br>14.2         | 22<br>13.7 | 21<br>12.5                                   | 21<br>12.0              | 21<br>11.8          | 22<br>12.0 |      |
| W<br>E<br>E<br>K<br>5                  | TOTAL AUDIENCE<br>(Households (000) & %)       |       |      |      |      | 15,000<br>17.9                              |            |                         |            | 23,550<br>28.1                |            |                    |            |  |                         |                     |            |      |
|  | CBS TV   |       |      |      |      |   |            | AMERICAN PARADE<br>(SD) |            |                               |            |                    |            | GEORGE WASHINGTON PT. II                     |                         |                     |            |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)     |       |      |      |      | 9,970<br>11.9                               | 11.7*      |                         | 12.2*      | 17,430<br>20.8                | 19.9*      |                    | 21.1*      |  | 21.7*                   |                     | 20.4*      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |       |      |      |      | 18<br>11.8                                  | 18<br>11.5 | 11.5                    | 18<br>12.8 | 34<br>19.6                    | 30<br>20.3 | 20.9               | 33<br>21.4 | 33<br>21.8                                   | 37<br>21.5              | 37<br>21.1          | 37<br>19.7 |      |
| W<br>E<br>E<br>K<br>6                  | TOTAL AUDIENCE<br>(Households (000) & %)       |       |      |      |      | 23,300<br>27.8                              |            |                         |            | 17,430<br>20.8                |            |                    |            | 14,250<br>17.0                               |                         |                     |            |      |
|  | NBC TV   |       |      |      |      |   |            | A TEAM<br>(R)(SD)       |            |                               |            | RIPTIDE<br>(R)(SD) |            |  | REMINGTON STEELE<br>(R) |                     |            |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)     |       |      |      |      | 18,690<br>22.3                              | 21.2*      |                         | 23.4*      | 12,990<br>15.5                | 15.6*      |                    | 15.5*      | 11,230<br>13.4                               | 13.7*                   |                     | 13.0*      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |       |      |      |      | 34<br>20.0                                  | 33<br>22.3 | 24.0                    | 35<br>22.7 | 24<br>15.9                    | 24<br>15.3 | 15.6               | 24<br>15.3 | 24<br>13.7                                   | 23<br>13.7              | 24<br>13.5          | 24<br>12.6 |      |
| TV HOUSEHOLDS USING TV<br>(See Def. 1) |  | WK. 1 | 58.5 | 60.3 | 60.7 | 61.9  | 63.8       | 65.4                    | 66.6       | 67.5                          | 67.7       | 68.3               | 67.1       | 65.8   | 62.1                    | 60.0                | 58.5       | 57.2 |
|  |  | WK. 2 | 54.6 | 57.3 | 59.3 | 61.0  | 62.6       | 64.8                    | 65.6       | 66.4                          | 66.0       | 66.4               | 64.7       | 63.2   | 59.8                    | 57.5                | 56.2       | 53.9 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.TUE. APR.10, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. APR. 4, 1984

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

|                       |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|-----------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| W<br>E<br>E<br>K<br>1 | TOTAL AUDIENCE<br>(Households (000) & %)   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | ABC TV                                     |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| W<br>E<br>E<br>K<br>2 | TOTAL AUDIENCE<br>(Households (000) & %)   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | CBS TV                                     |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| W<br>E<br>E<br>K<br>3 | TOTAL AUDIENCE<br>(Households (000) & %)   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | NBC TV                                     |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| W<br>E<br>E<br>K<br>4 | TOTAL AUDIENCE<br>(Households (000) & %)   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | ABC TV                                     |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| W<br>E<br>E<br>K<br>5 | TOTAL AUDIENCE<br>(Households (000) & %)   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | CBS TV                                     |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| W<br>E<br>E<br>K<br>6 | TOTAL AUDIENCE<br>(Households (000) & %)   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | NBC TV                                     |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | AVERAGE AUDIENCE<br>(Households (000) & %) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                       | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

|                        |       |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TV HOUSEHOLDS USING TV | WK. 1 | 59.6 | 61.1 | 61.8 | 61.6 | 62.0 | 64.1 | 64.6 | 64.9 | 65.9 | 66.5 | 65.4 | 64.3 | 61.0 | 60.2 | 57.0 | 53.7 |
| (See Def. 1)           | WK. 2 | 55.2 | 57.4 | 59.4 | 60.5 | 61.5 | 62.5 | 64.0 | 66.0 | 67.2 | 67.8 | 66.9 | 66.7 | 62.7 | 61.2 | 59.8 | 57.3 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.WED. APR. 11, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. APR.5, 1984

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

|                                     |  |      |      |      |                         |      |                        |      |                       |      |                      |      |  |      |       |      |      |
|-------------------------------------|--|------|------|------|-------------------------|------|------------------------|------|-----------------------|------|----------------------|------|--|------|-------|------|------|
| WEEK 1                              | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      | 12,910<br>15.4          |      |                        |      | 13,740<br>16.4        |      |                      |      | 16,170<br>19.3                                   |      |       |      |      |
|                                     | ABC TV   |      |      |      | THAT'S INCREDIBLE       |      |                        |      | TWO MARRIAGES<br>(SD) |      |                      |      | 20/20  |      |       |      |      |
|                                     | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      | 9,130<br>10.9           |      | 10.5*                  |      | 11.2*                 |      | 9,130<br>10.9        |      | 10.3*  |      | 11.5* |      |      |
|                                     | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      | 17<br>10.2              |      | 17 *                   |      | 17 *                  |      | 17<br>10.4           |      | 16 *   |      | 18 *  |      |      |
| WEEK 2                              | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      | 22,630<br>27.0          |      |                        |      | 28,580<br>34.1        |      |                      |      | CBS SPECIAL MOVIE PRESENT<br>THE RED LIGHT STING |      |       |      |      |
|                                     | CBS TV   |      |      |      | MAGNUM, P.I.<br>(R)(SD) |      |                        |      |                       |      |                      |      |  |      |       |      |      |
|                                     | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      | 17,930<br>21.4          |      | 20.3*                  |      | 22.5*                 |      | 18,520<br>22.1       |      | 22.5*  |      | 22.6* |      |      |
|                                     | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      | 34<br>19.6              |      | 33 *                   |      | 35 *                  |      | 37<br>22.5           |      | 35 *   |      | 36 *  |      |      |
| WEEK 3                              | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      | 14,160<br>16.9          |      | 13,990<br>16.7         |      | 14,920<br>17.8        |      | 12,070<br>14.4       |      | 12,570<br>15.0                                   |      |       |      |      |
|                                     | NBC TV   |      |      |      | GIMME A BREAK<br>(R)    |      | FAMILY TIES<br>(R)(SD) |      | CHEERS<br>(R)         |      | BUFFALO BILL<br>(R)  |      | HILL STREET BLUES<br>(R)                         |      |       |      |      |
|                                     | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      | 12,070<br>14.4          |      | 12,400<br>14.8         |      | 12,400<br>14.8        |      | 10,220<br>12.2       |      | 8,800<br>10.5                                    |      | 10.5* |      |      |
|                                     | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      | 23<br>13.9              |      | 23<br>14.9             |      | 23<br>14.5            |      | 20<br>15.2           |      | 18<br>12.3                                       |      | 18 *  |      |      |
| WEEK 4                              | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      | 13,240<br>15.8          |      |                        |      | 13,240<br>15.8        |      |                      |      | 17,930<br>21.4                                   |      |       |      |      |
|                                     | ABC TV   |      |      |      | THAT'S INCREDIBLE       |      |                        |      | TWO MARRIAGES<br>(SD) |      |                      |      | 20/20  |      |       |      |      |
|                                     | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      | 9,800<br>11.7           |      | 11.4*                  |      | 8,970<br>10.7         |      | 10.5*                |      | 12,910<br>15.4                                   |      | 15.3* |      |      |
|                                     | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      | 19<br>11.3              |      | 19 *                   |      | 17<br>10.6            |      | 16 *                 |      | 17 *   |      | 26 *  |      |      |
| WEEK 5                              | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      | 22,540<br>26.9          |      |                        |      | 23,630<br>28.2        |      |                      |      | 19,690<br>23.5                                   |      |       |      |      |
|                                     | CBS TV   |      |      |      | MAGNUM, P.I.<br>(R)(SD) |      |                        |      | SIMON & SIMON<br>(R)  |      |                      |      | DIANA<br>(R)                                     |      |       |      |      |
|                                     | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      | 17,680<br>21.1          |      | 19.9*                  |      | 19,270<br>23.0        |      | 22.1*                |      | 14,250<br>17.0                                   |      | 18.2* |      |      |
|                                     | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      | 34<br>19.5              |      | 33 *                   |      | 36<br>22.0            |      | 34 *                 |      | 38 *   |      | 31 *  |      |      |
| WEEK 6                              | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      | 13,240<br>15.8          |      | 13,740<br>16.4         |      | 14,500<br>17.3        |      | 13,240<br>15.8       |      | 14,920<br>17.8                                   |      |       |      |      |
|                                     | NBC TV   |      |      |      | GIMME A BREAK<br>(R)    |      | FAMILY TIES<br>(R)(SD) |      | CHEERS<br>(R)         |      | DUCK FACTORY<br>(SD) |      | HILL STREET BLUES<br>(R)                         |      |       |      |      |
|                                     | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      | 11,560<br>13.8          |      | 12,650<br>15.1         |      | 12,990<br>15.5        |      | 11,650<br>13.9       |      | 9,890<br>11.8                                    |      | 12.4* |      |      |
|                                     | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      | 23<br>13.1              |      | 24<br>14.5             |      | 24<br>14.6            |      | 22<br>15.4           |      | 21<br>14.0                                       |      | 21 *  |      |      |
| TV HOUSEHOLDS USING TV (See Def. 1) |  |      |      |      |                         |      |                        |      |                       |      |                      |      |  |      |       |      |      |
| WK. 1                               |  | 56.1 | 58.2 | 59.2 | 60.3                    | 61.1 | 62.6                   | 64.0 | 65.2                  | 64.7 | 64.6                 | 63.1 | 61.9   | 60.3 | 57.9  | 56.3 | 53.9 |
| WK. 2                               |  | 54.8 | 57.1 | 58.4 | 59.9                    | 60.2 | 62.3                   | 63.4 | 64.0                  | 64.0 | 64.2                 | 63.7 | 63.0   | 59.3 | 57.4  | 54.9 | 52.9 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.THU. APR.12, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. APR.6, 1984

| TIME                         |  | 7:00 | 7:15 | 7:30 | 7:45 | 8:00                            | 8:15        | 8:30               | 8:45        | 9:00  | 9:15        | 9:30 | 9:45        | 10:00                           | 10:15       | 10:30 | 10:45       |
|------------------------------|--|------|------|------|------|---------------------------------|-------------|--------------------|-------------|---|-------------|------|-------------|---------------------------------|-------------|-------|-------------|
| W<br>E<br>E<br>K<br>1        | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 14,500<br>17.3                  |             | 14,830<br>17.7     |             | 11,980<br>14.3  |             |      |             | 13,830<br>16.5                  |             |       |             |
|                              | ABC TV   |      |      |      |      | BENSON<br>(R)                   |             | WEBSTER<br>(R)(SD) |             | MASQUERADE<br>(SD)  |             |      |             | MATT HOUSTON<br>(R)             |             |       |             |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 12,150<br>14.5                  |             | 13,070<br>15.6     |             | 8,970<br>10.7   | 10.6*       |      | 10.8*       | 10,310<br>12.3                  | 11.9*       |       | 12.7*       |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 25<br>13.5                      | 15.5        | 26<br>15.2         | 16.0        | 17<br>10.9  | 17*<br>10.4 |      | 18*<br>11.0 | 22<br>11.6                      | 21*<br>12.2 | 12.4  | 23*<br>12.9 |
| W<br>E<br>E<br>K<br>2        | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 19,270<br>23.0                  |             |                    |             | 25,560<br>30.5  |             |      |             | 21,450<br>25.6                  |             |       |             |
|                              | CBS TV   |      |      |      |      | MAGIC-DAVID COPPERFIELD<br>(SD) |             |                    |             | DALLAS  |             |      |             | FALCON CREST                    |             |       |             |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 14,500<br>17.3                  | 16.5*       |                    | 18.2*       | 22,040<br>26.3  | 25.5*       |      | 27.0*       | 18,270<br>21.8                  | 22.3*       |       | 21.3*       |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 29<br>16.0                      | 28*<br>17.0 |                    | 30*<br>17.7 | 43<br>24.9  | 41*<br>26.1 |      | 44*<br>27.0 | 39<br>22.5                      | 39*<br>22.0 | 21.6  | 39*<br>21.0 |
| W<br>E<br>E<br>K<br>1        | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 11,980<br>14.3                  |             |                    |             | 12,990<br>15.5  |             |      |             |                                 |             |       |             |
|                              | NBC TV   |      |      |      |      | MASTER<br>(SD)                  |             |                    |             | MOVIE OF THE WEEK-FRI<br>BATTLE BEYOND THE STARS(R)<br>(SD) |             |      |             |                                 |             |       |             |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 8,800<br>10.5                   | 10.1*       |                    | 11.0*       | 7,290<br>8.7  | 9.0*        |      | 8.8*        |                                 | 8.9*        |       | 8.0*        |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 18<br>10.1                      | 17*<br>10.0 |                    | 18*<br>11.1 | 15<br>9.2   | 15*<br>8.8  |      | 14*<br>8.8  |                                 | 16*<br>8.9  | 8.4   | 15*<br>7.6  |
| W<br>E<br>E<br>K<br>2        | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 14,830<br>17.7                  |             | 15,750<br>18.8     |             | 10,310<br>12.3  |             |      |             | 11,650<br>13.9                  |             |       |             |
|                              | ABC TV   |      |      |      |      | BENSON<br>(R)                   |             | WEBSTER<br>(R)(SD) |             | MASQUERADE<br>(SD)  |             |      |             | MATT HOUSTON<br>(R)             |             |       |             |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 12,230<br>14.6                  |             | 13,660<br>16.3     |             | 7,460<br>8.9  | 9.2*        |      | 8.6*        | 9,050<br>10.8                   | 10.8*       |       | 10.8*       |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 26<br>14.0                      |             | 27<br>15.3         | 16.1        | 15<br>9.4   | 15*<br>9.0  |      | 14*<br>8.7  | 20<br>10.6                      | 19*<br>11.0 | 10.9  | 20*<br>10.8 |
| W<br>E<br>E<br>K<br>2        | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 15,420<br>18.4                  |             |                    |             | 23,720<br>28.3  |             |      |             | 19,780<br>23.6                  |             |       |             |
|                              | CBS TV   |      |      |      |      | DUKES OF HAZZARD<br>(R)(SD)     |             |                    |             | DALLAS  |             |      |             | FALCON CREST                    |             |       |             |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 11,480<br>13.7                  | 12.9*       |                    | 14.4*       | 20,870<br>24.9  | 24.4*       |      | 25.3*       | 17,180<br>20.5                  | 20.5*       |       | 20.5*       |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 24<br>12.6                      | 23*<br>13.2 |                    | 24*<br>13.7 | 41<br>23.6  | 40*<br>25.1 |      | 42*<br>25.4 | 37<br>20.6                      | 36*<br>20.4 | 20.7  | 38*<br>20.3 |
| W<br>E<br>E<br>K<br>2        | TOTAL AUDIENCE<br>(Households (000) & %)       |      |      |      |      | 11,480<br>13.7                  |             |                    |             | 11,060<br>13.2  |             |      |             | 13,410<br>16.0                  |             |       |             |
|                              | NBC TV   |      |      |      |      | MASTER<br>(SD)                  |             |                    |             | KNIGHT RIDER-SPECIAL<br>(R)                                 |             |      |             | TV GRST CEN COMM BLOOPER<br>(R) |             |       |             |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     |      |      |      |      | 8,550<br>10.2                   | 10.2*       |                    | 10.2*       | 8,800<br>10.5   | 10.0*       |      | 11.1*       | 9,050<br>10.8                   | 10.9*       |       | 10.7*       |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |      |      |      |      | 18<br>10.1                      | 18*<br>10.4 |                    | 17*<br>10.2 | 17<br>9.7   | 17*<br>10.3 |      | 19*<br>11.1 | 20<br>10.9                      | 19*<br>10.9 | 11.0  | 20*<br>10.4 |
| TV HOUSEHOLDS USING TV WK. 1 |  | 52.6 | 54.7 | 56.8 | 57.4 | 57.3                            | 59.3        | 60.4               | 61.4        | 61.8  | 61.8        | 61.2 | 60.7        | 58.0                            | 56.7        | 55.1  | 53.4        |
| (See Def. 1) WK. 2           |  | 51.3 | 52.6 | 54.2 | 55.8 | 56.3                            | 57.6        | 58.4               | 60.2        | 60.1  | 60.6        | 60.3 | 59.6        | 56.7                            | 55.8        | 55.0  | 53.0        |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.FRI. APR.13, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. APR. 7, 1984

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

|                        |  |      |      |      |                                  |      |                                      |      |                      |      |                          |      |                |      |                    |      |              |
|------------------------|--|------|------|------|----------------------------------|------|--------------------------------------|------|----------------------|------|--------------------------|------|----------------|------|--------------------|------|--------------|
| WEEK 1                 | TOTAL AUDIENCE<br>(Households (000) & %)   |      |      |      | 15,920<br>19.0                   |      |                                      |      | 16,510<br>19.7       |      |                          |      | 15,920<br>19.0 |      |                    |      |              |
|                        | ABC TV                                     |      |      |      |                                  |      | T.J. HOOKER<br>(R)(SD)               |      |                      |      | LOVE BOAT<br>(R)(SD)     |      |                |      | FANTASY ISLAND     |      |              |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) |      |      |      | 12,820<br>15.3                   |      | 14.6*                                |      |                      |      | 13,070<br>15.6           |      | 15.0*          |      | 16.2*              |      |              |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR. %  |      |      |      | 27<br>13.7                       |      | 26 *<br>15.5                         |      | 16.0*<br>16.2        |      | 27 *<br>15.8             |      | 26<br>14.4     |      | 25 *<br>15.7       |      | 16.1         |
| WEEK 2                 | TOTAL AUDIENCE<br>(Households (000) & %)   |      |      |      | 11,400<br>13.6                   |      |                                      |      | 15,840<br>18.9       |      |                          |      | 15,920<br>19.0 |      |                    |      |              |
|                        | CBS TV                                     |      |      |      |                                  |      | DUKES OF HAZZARD(B)<br>(SD)          |      |                      |      | AIRWOLF                  |      |                |      | MIKE HAMMER        |      |              |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) |      |      |      | 8,130<br>9.7                     |      | 9.5*                                 |      |                      |      | 12,570<br>15.0           |      | 14.4*          |      | 15.7*              |      |              |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR. %  |      |      |      | 17<br>9.8                        |      | 17 *<br>9.3                          |      | 9.9*<br>10.2         |      | 17 *<br>14.0             |      | 24 *<br>14.7   |      | 26 *<br>15.6       |      | 15.8         |
| WEEK 1                 | TOTAL AUDIENCE<br>(Households (000) & %)   |      |      |      | 12,650<br>15.1                   |      | 13,070<br>15.6                       |      | 13,660<br>16.3       |      | 12,150<br>14.5           |      | 11,560<br>13.8 |      |                    |      |              |
|                        | NBC TV                                     |      |      |      | DIFF'RENT<br>STROKES-SAT.<br>(R) |      | SILVER SPOONS<br>(SD)                |      | PEOPLE ARE<br>FUNNY  |      | MAMA'S<br>FAMILY         |      |                |      | YELLOW ROSE<br>(R) |      |              |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) |      |      |      | 10,730<br>12.8                   |      | 11,730<br>14.0                       |      | 11,560<br>13.8       |      | 11,060<br>13.2           |      | 8,130<br>9.7   |      | 10.0*              |      |              |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR. %  |      |      |      | 23<br>12.2                       |      | 24<br>13.4                           |      | 23<br>13.8           |      | 22<br>13.9               |      | 22<br>13.3     |      | 18<br>13.1         |      | 18 *         |
| WEEK 2                 | TOTAL AUDIENCE<br>(Households (000) & %)   |      |      |      | 21,120<br>25.2                   |      |                                      |      |                      |      |                          |      | 14,410<br>17.2 |      |                    |      |              |
|                        | ABC TV                                     |      |      |      |                                  |      |                                      |      | LOVE BOAT<br>(R)(SD) |      |                          |      |                |      | FANTASY ISLAND     |      |              |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) |      |      |      | 12,910<br>15.4                   |      | 12.9*                                |      | 15.0*                |      | 16.8*                    |      | 16.7*          |      | 11,230<br>13.4     |      |              |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR. %  |      |      |      | 27<br>12.2                       |      | 23 *<br>13.6                         |      | 26 *<br>14.7         |      | 29 *<br>15.3             |      | 30 *<br>17.0   |      | 26<br>16.7         |      | 26 *<br>17.2 |
| WEEK 1                 | TOTAL AUDIENCE<br>(Households (000) & %)   |      |      |      | 15,250<br>18.2                   |      |                                      |      | 14,920<br>17.8       |      |                          |      | 15,750<br>18.8 |      |                    |      |              |
|                        | CBS TV                                     |      |      |      |                                  |      | BUGS BUNNY EASTER SPECIAL<br>(R)(SD) |      |                      |      | AIRWOLF                  |      |                |      | MIKE HAMMER        |      |              |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) |      |      |      | 10,480<br>12.5                   |      | 11.9*                                |      | 13.1*                |      | 11,310<br>13.5           |      | 12.8*          |      | 14.2*              |      |              |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR. %  |      |      |      | 22<br>11.8                       |      | 22 *<br>12.1                         |      | 23 *<br>13.0         |      | 24<br>13.2               |      | 22 *<br>12.6   |      | 25 *<br>13.1       |      | 29<br>14.0   |
| WEEK 2                 | TOTAL AUDIENCE<br>(Households (000) & %)   |      |      |      | 12,230<br>14.6                   |      | 11,650<br>13.9                       |      | 11,650<br>13.9       |      | 9,640<br>11.5            |      | 9,550<br>11.4  |      |                    |      |              |
|                        | NBC TV                                     |      |      |      | DIFF'RENT<br>STROKES-SAT.<br>(R) |      | JENNIFER SLEPT<br>HERE<br>(SD)       |      | PEOPLE ARE<br>FUNNY  |      | MAMA'S FAMILY<br>(R)(SD) |      |                |      | YELLOW ROSE<br>(R) |      |              |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) |      |      |      | 10,310<br>12.3                   |      | 9,800<br>11.7                        |      | 9,890<br>11.8        |      | 8,880<br>10.6            |      | 7,290<br>8.7   |      | 8.3*               |      |              |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR. %  |      |      |      | 22<br>11.6                       |      | 21<br>13.1                           |      | 21<br>11.6           |      | 19<br>11.5               |      | 17<br>12.0     |      | 16 *<br>10.6       |      | 16 *         |
| TV HOUSEHOLDS USING TV |  |      |      |      |                                  |      |                                      |      |                      |      |                          |      |                |      |                    |      |              |
| (See Def. 1)           |  |      |      |      |                                  |      |                                      |      |                      |      |                          |      |                |      |                    |      |              |
| WK. 1                  | 51.6                                       | 52.5 | 52.4 | 53.0 | 55.1                             | 56.6 | 58.3                                 | 60.0 | 60.7                 | 60.8 | 59.9                     | 58.9 | 55.7           | 55.1 | 53.9               | 52.2 |              |
| WK. 2                  | 48.5                                       | 49.3 | 50.7 | 52.7 | 54.5                             | 56.0 | 56.3                                 | 57.5 | 57.5                 | 57.3 | 56.7                     | 56.1 | 53.5           | 52.6 | 52.0               | 50.7 |              |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE. SAT. APR. 14, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. APR.7, 1984

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|
|------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|------|------|------|

TOTAL AUDIENCE { 3,690  
(Households (000) & %) { 4.4

ABC TV

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE { 3,600  
(Households (000) & %) { 4.3  
SHARE OF AUDIENCE % 9  
AVG. AUD. BY ¼ HR. % 4.3

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

10,220  
12.2

SATURDAY NIGHT  
(11:30-12:48AM)  
(SUSTAINING 12:48-1:00AM)

5,700

6.8

7.5\*

6.5\*

6.0\*

20

20 \*

21 \*

22 \*

7.9

7.2

6.6

6.3

6.0

5.9

TOTAL AUDIENCE {  
(Households (000) & %) {

ABC TV

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

3,850  
4.6

3,850

4.6

10

4.6

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

9,890  
11.8

SATURDAY NIGHT  
(11:30-12:50AM)  
(SUSTAINING 12:50-1:00AM)

5,870

7.0

8.1\*

6.9\*

5.6\*

21

21 \*

21 \*

21 \*

8.1

8.1

7.2

6.6

5.6

5.5

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

|      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 48.3 | 44.9 | 39.5 | 36.5 | 33.0 | 30.5 | 27.9 | 25.4 | 22.7 | 20.7 | 17.9 | 16.4 | 14.6 | 13.3 | 11.1 | 10.1 |
| 47.0 | 43.7 | 39.6 | 37.4 | 34.1 | 31.2 | 27.4 | 25.0 | 22.7 | 20.6 | 18.2 | 16.6 | 14.9 | 13.3 | 11.9 | 11.0 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. APR.14, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. APR.8, 1984

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

|  |  |  |   |  |                  |  |  |  |                  |  |   |  |                  |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|--|--|--|---|--|------------------|--|--|--|------------------|--|---|--|------------------|--|-----------------|--|---------------------------|-------|---------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| WEEK 1                                 | TOTAL AUDIENCE<br>(Households (000) & %)   |  | { 15,420<br>18.4  |  | { 20,780<br>24.8 |  | { 24,050<br>28.7   |  |                  |  |   |  |                  |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | ABC TV                                     |  | RIPLEY'S BELIEVE IT-NOT   |  |                  |  | PEOPLE DO-CRAZIEST THINGS<br>(SD)                              |  |                  |  | ABC SUNDAY NIGHT MOVIE<br>THE CALENDER GIRL MURDERS<br>(SD) |  |                  |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) |  | { 10,890<br>13.0  |  | { 16,340<br>19.5 |  | { 16,010<br>19.1   |  |                  |  |   |  |                  |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  | { 21<br>10.9  |  | { 23*<br>14.6    |  | { 29*<br>18.7  |  | { 29*<br>19.8    |  | { 26*<br>17.3   |  | { 26*<br>18.2    |  | { 20.4*<br>20.7 |  | { 20.2*<br>19.9           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| WEEK 1                                 | TOTAL AUDIENCE<br>(Households (000) & %)   |  | { 23,380<br>27.9  |  | { 28,490<br>34.0 |  |  |  |                  |  |   |  |                  |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | CBS TV                                     |  | 60 MINUTES  |  |                  |  | GEORGE WASHINGTON PT. I<br>(SD)                                |  |                  |  |   |  |                  |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) |  | { 17,930<br>21.4  |  | { 18,520<br>22.1 |  | { 21.7*<br>21.8  |  | { 22.6*<br>22.7  |  | { 22.8*<br>23.0   |  | { 22.8*<br>22.5  |  | { 21.5*<br>20.7 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  | { 35<br>19.6  |  | { 35*<br>21.9    |  | { 32*<br>21.7  |  | { 33*<br>22.7    |  | { 33*<br>23.0   |  | { 36*<br>22.5    |  | { 36*<br>20.7   |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| WEEK 1                                 | TOTAL AUDIENCE<br>(Households (000) & %)   |  | { 7,290<br>8.7  |  | { 20,110<br>24.0 |  |  |  |                  |  |   |  | { 12,910<br>15.4 |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | NBC TV                                     |  | FATHER MURPHY<br>(R)  |  |                  |  | KNIGHT RIDER<br>(SD)   |  |                  |  | HOMEMADE COMEDY SPECIAL                                     |  |                  |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) |  | { 4,940<br>5.9  |  | { 13,410<br>16.0 |  | { 15.8*<br>23*   |  | { 17.5*<br>25*   |  | { 16.8*<br>24*  |  | { 9,300<br>11.1  |  | { 10.2*<br>17*  |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  | { 10<br>5.7   |  | { 23<br>12.9     |  | { 20*<br>14.4  |  | { 23*<br>16.3    |  | { 25*<br>17.8   |  | { 18<br>17.2     |  | { 19*<br>16.5   |  | { 17*<br>12.6             |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| WEEK 2                                 | TOTAL AUDIENCE<br>(Households (000) & %)   |  | { 33,600<br>40.1  |  |                  |  |  |  |                  |  |   |  |                  |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | ABC TV                                     |  | ABC SUNDAY NIGHT MOVIE<br>THE TEN COMMANDMENTS(R)<br>(7:00-11:28PM)<br>(SD) |  |                  |  |  |  |                  |  |   |  |                  |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) |  | { 17,930<br>21.4  |  | { 19.0*<br>30*   |  | { 21.3*<br>32*   |  | { 21.9*<br>33*   |  | { 21.8*<br>32*  |  | { 22.9*<br>34*   |  | { 24.0*<br>38*  |  | { 23.6*<br>40*            |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  | { 34<br>14.1  |  | { 26*<br>16.6    |  | { 30*<br>18.4  |  | { 33*<br>19.7    |  | { 32*<br>21.1   |  | { 34*<br>21.9    |  | { 40*<br>23.6   |  | { 40*<br>23.6             |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| WEEK 2                                 | TOTAL AUDIENCE<br>(Households (000) & %)   |  | { 22,460<br>26.8  |  | { 15,750<br>18.8 |  | { 14,580<br>17.4   |  | { 15,250<br>18.2 |  | { 16,170<br>19.3  |  | { 15,920<br>19.0 |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | CBS TV                                     |  | 60 MINUTES  |  |                  |  | SUZANNE PLESSETTE SHOW   |  |                  |  | DOMESTIC LIFE<br>(SD)                                       |  | JEFFERSONS       |  | ALICE           |  | TRAPPER JOHN, M.D.<br>(R) |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) |  | { 16,840<br>20.1  |  | { 13,070<br>15.6 |  | { 12,650<br>15.1   |  | { 13,830<br>16.5 |  | { 14,410<br>17.2  |  | { 13,240<br>15.8 |  | { 16.0*<br>25*  |  | { 15.5*<br>26*            |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  | { 33<br>18.4  |  | { 33*<br>19.9    |  | { 33*<br>21.1  |  | { 24<br>15.6     |  | { 23<br>15.1  |  | { 26<br>16.1     |  | { 26<br>16.9    |  | { 25*<br>16.8             |       | { 26*<br>17.6 |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| WEEK 2                                 | TOTAL AUDIENCE<br>(Households (000) & %)   |  | { 7,960<br>9.5  |  | { 19,270<br>23.0 |  |  |  |                  |  |   |  |                  |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | NBC TV                                     |  | FATHER MURPHY<br>(R)  |  |                  |  | NBC SUNDAY NIGHT MOVIE<br>JESUS OF NAZARETH, PART 1(R)<br>(SD) |  |                  |  |   |  |                  |  |                 |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) |  | { 5,450<br>6.5  |  | { 10,220<br>12.2 |  | { 12.1*<br>18*   |  | { 12.7*<br>19*   |  | { 12.7*<br>19*  |  | { 12.4*<br>20*   |  | { 12.3*<br>21*  |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    |  | { 11<br>5.7   |  | { 19<br>10.6     |  | { 17*<br>11.2  |  | { 18*<br>12.0    |  | { 19*<br>12.3   |  | { 20*<br>12.8    |  | { 21*<br>12.8   |  |                           |       |               |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| TV HOUSEHOLDS USING TV<br>(See Def. 1) |  |  |   |  |                  |  |  |  |                  |  |   |  |                  |  |                 |  |                           | WK. 1 | 58.9          | 60.7 | 61.5 | 62.8 | 66.4 | 68.0 | 68.4 | 69.1 | 69.1 | 69.4 | 68.7 | 68.4 | 64.8 | 62.7 | 60.9 | 57.4 |
|  |  |  |   |  |                  |  |  |  |                  |  |   |  |                  |  |                 |  |                           | WK. 2 | 56.9          | 60.2 | 62.3 | 64.0 | 65.2 | 66.2 | 67.0 | 67.1 | 67.6 | 68.3 | 67.6 | 66.3 | 63.8 | 62.2 | 60.0 | 58.5 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. APR.15, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. APR.8, 1984

| TIME                                   |  | 11:00 | 11:15  | 11:30       | 11:45 | 12:00 | 12:15       | 12:30 | 12:45       | 1:00 | 1:15        | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |     |
|--|--|-------|--|-------------|-------|-------|-------------|-------|-------------|------|-------------|------|------|------|------|------|------|-----|
| W<br>E<br>E<br>K<br>1                  | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 5,530<br>6.6   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | ABC TV                                     |       | ABC<br>WEEKEND<br>REPORT-SUN.  |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 5,280<br>6.3   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 14<br>6.3  |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
| W<br>E<br>E<br>K<br>1                  | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 4,270<br>5.1   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | CBS TV                                     |       | CBS<br>SUNDAY<br>NEWS-<br>OSGOOD   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 4,270<br>5.1   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 11<br>5.1  |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
| W<br>E<br>E<br>K<br>1                  | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 2,770<br>3.3   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | NBC TV                                     |       | NBC LATE NIGHT MOVIE<br>ALL THE PRESIDENT'S MEN(R)<br>(11:30-1:21AM)<br>(SUSTAINING 1:21-1:30AM) |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 1,510<br>1.8   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 7<br>1.7   | 2.0*<br>2.3 |       |       | 2.2*<br>2.1 |       | 1.6*<br>1.4 |      | 1.2*<br>1.1 |      |      |      |      |      |      |     |
| W<br>E<br>E<br>K<br>1                  | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 4,110<br>4.9   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | ABC TV                                     |       | (1)  | (2)         |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 22.4*<br>4.8   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 44*<br>14  |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
| W<br>E<br>E<br>K<br>2                  | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 4,360<br>5.2   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | CBS TV                                     |       | CBS<br>SUNDAY<br>NEWS-<br>OSGOOD   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 4,190<br>5.0   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 9<br>5.0   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
| W<br>E<br>E<br>K<br>2                  | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 2,180<br>2.6   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | NBC TV                                     |       | NBC LATE NIGHT MOVIE<br>NIJINSKY(R)  |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 1,090<br>1.3   |             |       |       |             |       |             |      |             |      |      |      |      |      |      |     |
|  | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 6<br>1.8   | 1.8*<br>1.8 |       |       | 1.3*<br>1.2 |       | 1.1*<br>1.1 |      | .9*<br>.8   |      |      |      |      |      |      |     |
| TV HOUSEHOLDS USING TV<br>(See Def. 1) |  | WK. 1 | 47.8   | 41.2        | 34.4  | 31.3  | 27.3        | 24.9  | 22.1        | 19.3 | 16.8        | 14.5 | 12.8 | 11.2 | 9.6  | 8.6  | 7.5  | 6.8 |
|  |  | WK. 2 | 53.7   | 47.8        | 39.7  | 32.4  | 26.9        | 23.3  | 19.1        | 16.3 | 14.4        | 12.6 | 11.3 | 9.9  | 8.4  | 7.6  | 6.9  | 6.2 |

U.S. TV Households: 83,800,000

(1) ABC SUNDAY NIGHT MOVIE, THE TEN COMMANDMENTS(R), ABC, (7:00-11:28PM)

A-19 (2) ABC WEEKEND REPORT-SUN., ABC, (11:39-11:54PM)

For explanation of symbols, See page A.

EVE.SUN. APR.15, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 2-6, 1984

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

TOTAL AUDIENCE  
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

|  |  |  |  |     |  |  |  |     |  |  |  |  |  |  |  |  |
|--|--|--|--|-----|--|--|--|-----|--|--|--|--|--|--|--|--|
|  |  |  | 6,120<br>7.3   |     |  |  | 6,540<br>7.8   |     |  |  |  |  |  |  |  |  |
|  |  |  | GOOD MORNING, AMERICA-730<br>(CO-OP) (PARTICIPATING) |     |  |  | GOOD MORNING, AMERICA-830<br>(CO-OP) (PARTICIPATING) (S)(OP) |     |  |  |  |  |  |  |  |  |
|  |  |  | 4,860<br>5.8   |     |  |  | 5,700<br>6.8   |     |  |  |  |  |  |  |  |  |
|  |  |  | 25   |     |  |  | 28   |     |  |  |  |  |  |  |  |  |
|  |  |  | 6.0  | 5.6 |  |  | 6.7  | 6.9 |  |  |  |  |  |  |  |  |

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

|  |  |  |                       |     |  |  |                       |     |  |  |  |  |                  |     |                 |     |
|--|--|--|-----------------------|-----|--|--|-----------------------|-----|--|--|--|--|------------------|-----|-----------------|-----|
|  |  |  | 3,600<br>4.3          |     |  |  | 3,940<br>4.7          |     |  |  |  |  | 4,940<br>5.9     |     | 4,690<br>5.6    |     |
|  |  |  | CBS MORNING NEWS<br>1 |     |  |  | CBS MORNING NEWS<br>2 |     |  |  |  |  | \$25,000 PYRAMID |     | PRESS YOUR LUCK |     |
|  |  |  | 3,020<br>3.6          |     |  |  | 3,180<br>3.8          |     |  |  |  |  | 4,190<br>5.0     |     | 4,020<br>4.8    |     |
|  |  |  | 15                    |     |  |  | 16                    |     |  |  |  |  | 21               |     | 20              |     |
|  |  |  | 3.5                   | 3.6 |  |  | 3.7                   | 3.8 |  |  |  |  | 4.6              | 5.3 | 4.7             | 4.8 |

TOTAL AUDIENCE  
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

|  |  |  |  |     |  |  |  |     |  |  |  |  |                              |     |                        |     |
|--|--|--|--|-----|--|--|--|-----|--|--|--|--|------------------------------|-----|------------------------|-----|
|  |  |  | 4,270<br>5.1                                 |     |  |  | 4,780<br>5.7                                 |     |  |  |  |  | 3,940<br>4.7                 |     | 4,610<br>5.5           |     |
|  |  |  | TODAY SHOW-7.30AM<br>(CO-OP) (PARTICIPATING) |     |  |  | TODAY SHOW-8.30AM<br>(CO-OP) (PARTICIPATING) |     |  |  |  |  | (S)(OP) FACTS OF LIFE<br>M-F |     | SALE OF THE<br>CENTURY |     |
|  |  |  | 3,440<br>4.1                                 |     |  |  | 3,940<br>4.7                                 |     |  |  |  |  | 3,350<br>4.0                 |     | 4,020<br>4.8           |     |
|  |  |  | 17   |     |  |  | 20   |     |  |  |  |  | 17                           |     | 20                     |     |
|  |  |  | 4.1  | 4.1 |  |  | 4.7  | 4.7 |  |  |  |  | 3.8                          | 4.2 | 4.6                    | 4.9 |

TOTAL AUDIENCE  
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

|  |  |  |  |     |  |  |  |     |  |  |  |  |  |  |  |  |
|--|--|--|--|-----|--|--|--|-----|--|--|--|--|--|--|--|--|
|  |  |  | 5,870<br>7.0   |     |  |  | 5,870<br>7.0   |     |  |  |  |  |  |  |  |  |
|  |  |  | GOOD MORNING, AMERICA-730<br>(CO-OP) (PARTICIPATING) |     |  |  | GOOD MORNING, AMERICA-830<br>(CO-OP) (PARTICIPATING) |     |  |  |  |  |  |  |  |  |
|  |  |  | 4,780<br>5.7   |     |  |  | 4,860<br>5.8   |     |  |  |  |  |  |  |  |  |
|  |  |  | 26   |     |  |  | 25   |     |  |  |  |  |  |  |  |  |
|  |  |  | 5.6  | 5.7 |  |  | 5.9  | 5.8 |  |  |  |  |  |  |  |  |

W

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K

2

TOTAL AUDIENCE  
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

|  |  |  |                       |     |  |  |                       |     |  |  |  |  |                  |     |                 |     |
|--|--|--|-----------------------|-----|--|--|-----------------------|-----|--|--|--|--|------------------|-----|-----------------|-----|
|  |  |  | 3,520<br>4.2          |     |  |  | 3,850<br>4.6          |     |  |  |  |  | 5,030<br>6.0     |     | 4,690<br>5.6    |     |
|  |  |  | CBS MORNING NEWS<br>1 |     |  |  | CBS MORNING NEWS<br>2 |     |  |  |  |  | \$25,000 PYRAMID |     | PRESS YOUR LUCK |     |
|  |  |  | 2,850<br>3.4          |     |  |  | 3,100<br>3.7          |     |  |  |  |  | 4,190<br>5.0     |     | 3,940<br>4.7    |     |
|  |  |  | 15                    |     |  |  | 16                    |     |  |  |  |  | 22               |     | 21              |     |
|  |  |  | 3.3                   | 3.4 |  |  | 3.6                   | 3.7 |  |  |  |  | 4.7              | 5.3 | 4.6             | 4.9 |

TOTAL AUDIENCE  
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

|  |  |  |  |     |  |  |  |     |  |  |  |  |                      |     |                        |     |
|--|--|--|--|-----|--|--|--|-----|--|--|--|--|----------------------|-----|------------------------|-----|
|  |  |  | 4,270<br>5.1                                 |     |  |  | 4,610<br>5.5                                 |     |  |  |  |  | 3,690<br>4.4         |     | 4,270<br>5.1           |     |
|  |  |  | TODAY SHOW-7.30AM<br>(CO-OP) (PARTICIPATING) |     |  |  | TODAY SHOW-8.30AM<br>(CO-OP) (PARTICIPATING) |     |  |  |  |  | FACTS OF LIFE<br>M-F |     | SALE OF THE<br>CENTURY |     |
|  |  |  | 3,350<br>4.0                                 |     |  |  | 3,690<br>4.4                                 |     |  |  |  |  | 3,020<br>3.6         |     | 3,690<br>4.4           |     |
|  |  |  | 18   |     |  |  | 19   |     |  |  |  |  | 16                   |     | 19                     |     |
|  |  |  | 4.1  | 4.0 |  |  | 4.5  | 4.3 |  |  |  |  | 3.4                  | 3.8 | 4.3                    | 4.6 |

|                              |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TV HOUSEHOLDS USING TV WK. 1 | 15.0 | 17.3 | 19.3 | 20.9 | 22.5 | 23.5 | 24.5 | 24.4 | 24.3 | 24.3 | 23.8 | 23.4 | 23.4 | 24.3 | 24.1 | 24.0 |
| (See Def. 1) WK. 2           | 14.5 | 16.8 | 18.4 | 20.1 | 21.2 | 22.7 | 23.3 | 23.3 | 23.2 | 23.4 | 23.3 | 23.1 | 22.8 | 22.7 | 22.3 | 22.6 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR. 9-13, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 2-6, 1984

W  
E  
E  
K  
1

| TIME                                       | 11:00            | 11:15 | 11:30                    | 11:45 | 12:00                  | 12:15 | 12:30               | 12:45 | 1:00                    | 1:15 | 1:30                  | 1:45 | 2:00                  | 2:15 | 2:30                  | 2:45 |
|--|------------------|-------|--------------------------|-------|------------------------|-------|---------------------|-------|-------------------------|------|-----------------------|------|-----------------------|------|-----------------------|------|
| TOTAL AUDIENCE<br>(Households (000) & %)   | { 3,600<br>4.3   |       | { 3,440<br>4.1           |       | { 4,270<br>5.1         |       | { 4,270<br>5.1      |       | { 8,880<br>10.6         |      | { 8,380<br>10.0       |      | { 8,380<br>10.0       |      | { 8,380<br>10.0       |      |
| ABC TV                                     | LOVE REPORT-M-F  |       | LOVING                   |       | FAMILY FEUD            |       | RYAN'S HOPE         |       | ALL MY CHILDREN<br>(SD) |      | ONE LIFE TO LIVE      |      | ONE LIFE TO LIVE      |      | ONE LIFE TO LIVE      |      |
| AVERAGE AUDIENCE<br>(Households (000) & %) | { 2,930<br>3.5   |       | { 3,100<br>3.7           |       | { 3,520<br>4.2         |       | { 3,600<br>4.3      |       | { 6,700<br>8.0          |      | { 6,290<br>7.5        |      | { 6,290<br>7.5        |      | { 6,290<br>7.5        |      |
| SHARE OF AUDIENCE<br>%                     | 14               |       | 15                       |       | 17                     |       | 16                  |       | 25 *                    |      | 28 *                  |      | 26 *                  |      | 27 *                  |      |
| AVG. AUD. BY ¼ HR.                         | 3.5              |       | 3.5                      |       | 3.7                    |       | 3.7                 |       | 7.1                     |      | 7.9                   |      | 8.3                   |      | 8.5                   |      |
| TOTAL AUDIENCE<br>(Households (000) & %)   | { 6,450<br>7.7   |       | { 8,630<br>10.3          |       | { 9,220<br>11.0        |       | { 9,220<br>11.0     |       | { 8,130<br>9.7          |      | { 8,130<br>9.7        |      | { 8,130<br>9.7        |      | { 5,780<br>6.9        |      |
| CBS TV                                     | PRICE IS RIGHT 1 |       | PRICE IS RIGHT 2<br>(SD) |       | YOUNG AND THE RESTLESS |       | AS THE WORLD TURNS  |       | CAPITOL                 |      | CAPITOL               |      | CAPITOL               |      | CAPITOL               |      |
| AVERAGE AUDIENCE<br>(Households (000) & %) | { 5,530<br>6.6   |       | { 7,460<br>8.9           |       | { 6,790<br>8.1         |       | { 6,790<br>8.1*     |       | { 6,450<br>7.7          |      | { 6,450<br>7.7        |      | { 6,450<br>7.7        |      | { 5,200<br>6.2        |      |
| SHARE OF AUDIENCE<br>%                     | 27               |       | 36                       |       | 31                     |       | 32 *                |       | 29 *                    |      | 26                    |      | 25 *                  |      | 27 *                  |      |
| AVG. AUD. BY ¼ HR.                         | 6.3              |       | 7.0                      |       | 8.7                    |       | 9.2                 |       | 8.0                     |      | 8.1                   |      | 7.6                   |      | 7.8                   |      |
| TOTAL AUDIENCE<br>(Households (000) & %)   | { 7,290<br>8.7   |       | { 4,690<br>5.6           |       | { 2,770<br>3.3         |       | { 3,100<br>3.7      |       | { 7,540<br>9.0          |      | { 7,540<br>9.0        |      | { 6,200<br>7.4        |      | { 6,200<br>7.4        |      |
| NBC TV                                     | WHEEL OF FORTUNE |       | DREAM HOUSE              |       | HOT POTATO             |       | SEARCH FOR TOMORROW |       | DAYS OF OUR LIVES       |      | ANOTHER WORLD<br>(SD) |      | ANOTHER WORLD<br>(SD) |      | ANOTHER WORLD<br>(SD) |      |
| AVERAGE AUDIENCE<br>(Households (000) & %) | { 6,290<br>7.5   |       | { 4,020<br>4.8           |       | { 2,430<br>2.9         |       | { 2,680<br>3.2      |       | { 6,030<br>7.2          |      | { 6,030<br>7.2*       |      | { 4,690<br>5.6        |      | { 4,690<br>5.6*       |      |
| SHARE OF AUDIENCE<br>%                     | 31               |       | 20                       |       | 11                     |       | 12                  |       | 24                      |      | 23 *                  |      | 25 *                  |      | 20 *                  |      |
| AVG. AUD. BY ¼ HR.                         | 7.4              |       | 7.6                      |       | 4.9                    |       | 4.7                 |       | 2.9                     |      | 3.1                   |      | 3.3                   |      | 6.8                   |      |

W  
E  
E  
K  
2

|  |                  |  |                          |  |                        |  |                     |  |                         |  |                       |  |                       |  |                       |  |
|--|------------------|--|--------------------------|--|------------------------|--|---------------------|--|-------------------------|--|-----------------------|--|-----------------------|--|-----------------------|--|
| TOTAL AUDIENCE<br>(Households (000) & %)   | { 3,520<br>4.2   |  | { 3,600<br>4.3           |  | { 4,270<br>5.1         |  | { 4,270<br>5.1      |  | { 9,050<br>10.8         |  | { 7,790<br>9.3        |  | { 7,790<br>9.3        |  | { 7,790<br>9.3        |  |
| ABC TV                                     | BENSON DAYTIME   |  | LOVING                   |  | FAMILY FEUD            |  | RYAN'S HOPE         |  | ALL MY CHILDREN<br>(SD) |  | ONE LIFE TO LIVE      |  | ONE LIFE TO LIVE      |  | ONE LIFE TO LIVE      |  |
| AVERAGE AUDIENCE<br>(Households (000) & %) | { 2,930<br>3.5   |  | { 3,020<br>3.6           |  | { 3,520<br>4.2         |  | { 3,600<br>4.3      |  | { 6,620<br>7.9          |  | { 5,780<br>6.9        |  | { 5,780<br>6.9        |  | { 5,780<br>6.9        |  |
| SHARE OF AUDIENCE<br>%                     | 15               |  | 15                       |  | 17                     |  | 17                  |  | 27                      |  | 26 *                  |  | 29 *                  |  | 26 *                  |  |
| AVG. AUD. BY ¼ HR.                         | 3.4              |  | 3.6                      |  | 3.5                    |  | 3.6                 |  | 7.1                     |  | 8.0                   |  | 8.5                   |  | 8.3                   |  |
| TOTAL AUDIENCE<br>(Households (000) & %)   | { 6,370<br>7.6   |  | { 8,720<br>10.4          |  | { 8,800<br>10.5        |  | { 8,800<br>10.5     |  | { 7,540<br>9.0          |  | { 7,540<br>9.0        |  | { 5,110<br>6.1        |  | { 5,110<br>6.1        |  |
| CBS TV                                     | PRICE IS RIGHT 1 |  | PRICE IS RIGHT 2<br>(SD) |  | YOUNG AND THE RESTLESS |  | AS THE WORLD TURNS  |  | CAPITOL                 |  | CAPITOL               |  | CAPITOL               |  | CAPITOL               |  |
| AVERAGE AUDIENCE<br>(Households (000) & %) | { 5,360<br>6.4   |  | { 7,460<br>8.9           |  | { 6,620<br>7.9         |  | { 6,620<br>7.7*     |  | { 5,950<br>7.1          |  | { 5,950<br>7.1        |  | { 4,690<br>5.6        |  | { 4,690<br>5.6        |  |
| SHARE OF AUDIENCE<br>%                     | 28               |  | 38                       |  | 31                     |  | 31 *                |  | 30 *                    |  | 25                    |  | 24 *                  |  | 27 *                  |  |
| AVG. AUD. BY ¼ HR.                         | 6.1              |  | 6.8                      |  | 8.5                    |  | 9.2                 |  | 7.9                     |  | 8.1                   |  | 7.0                   |  | 6.9                   |  |
| TOTAL AUDIENCE<br>(Households (000) & %)   | { 7,120<br>8.5   |  | { 4,530<br>5.4           |  | { 2,510<br>3.0         |  | { 2,930<br>3.5      |  | { 7,210<br>8.6          |  | { 7,210<br>8.6        |  | { 5,870<br>7.0        |  | { 5,870<br>7.0        |  |
| NBC TV                                     | WHEEL OF FORTUNE |  | DREAM HOUSE              |  | HOT POTATO             |  | SEARCH FOR TOMORROW |  | DAYS OF OUR LIVES       |  | ANOTHER WORLD<br>(SD) |  | ANOTHER WORLD<br>(SD) |  | ANOTHER WORLD<br>(SD) |  |
| AVERAGE AUDIENCE<br>(Households (000) & %) | { 6,120<br>7.3   |  | { 3,850<br>4.6           |  | { 2,180<br>2.6         |  | { 2,430<br>2.9      |  | { 5,780<br>6.9          |  | { 5,780<br>6.9*       |  | { 4,440<br>5.3        |  | { 4,440<br>5.3        |  |
| SHARE OF AUDIENCE<br>%                     | 32               |  | 20                       |  | 11                     |  | 11                  |  | 24                      |  | 23 *                  |  | 25 *                  |  | 20 *                  |  |
| AVG. AUD. BY ¼ HR.                         | 7.2              |  | 7.4                      |  | 4.7                    |  | 4.6                 |  | 2.6                     |  | 2.6                   |  | 2.7                   |  | 3.0                   |  |

|                              |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| TV HOUSEHOLDS USING TV WK. 1 | 24.0 | 24.2 | 24.1 | 24.8 | 25.7 | 26.5 | 26.6 | 27.5 | 29.2 | 30.2 | 30.2 | 30.2 | 28.8 | 28.7 | 28.4 | 29.2 |
| (See Def. 1) WK. 2           | 22.7 | 23.2 | 23.2 | 24.0 | 24.9 | 26.0 | 26.0 | 26.7 | 28.1 | 29.2 | 28.8 | 28.7 | 27.7 | 27.8 | 26.6 | 27.5 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR. 9-13, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR. 2-6, 1984

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|

|                        |  |       |                           |             |      |             |               |      |      |      |         |      |      |      |                             |      |      |      |
|------------------------|--|-------|---------------------------|-------------|------|-------------|---------------|------|------|------|---------|------|------|------|-----------------------------|------|------|------|
| WEEK 1                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 10,060<br>12.0            |             |      |             | 3,020<br>3.6  |      |      |      |         |      |      |      | 10,560<br>12.6              |      |      |      |
|                        | ABC TV                                     |       | GENERAL HOSPITAL          |             |      |             | EDGE OF NIGHT |      |      |      |         |      |      |      | ABC WORLD NEWS<br>TONIGHT   |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 7,710<br>9.2              |             |      |             | 2,510<br>3.0  |      |      |      |         |      |      |      | 8,880<br>10.6               |      |      |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 29<br>8.8                 | 9.0*<br>9.3 |      | 9.4*<br>9.5 | 3.0<br>3.0    | 3.0  |      |      |         |      |      |      | 19<br>10.6                  | 10.7 |      |      |
| WEEK 1                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 8,460<br>10.1             |             |      |             | 3,440<br>4.1  |      |      |      |         |      |      |      | 12,230<br>14.6              |      |      |      |
|                        | CBS TV                                     |       | GUIDING LIGHT<br>(SD)     |             |      |             | TATTLETALES   |      |      |      |         |      |      |      | CBS EVENING NEWS-<br>RATHER |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 6,790<br>8.1              | 7.8*<br>25  |      | 8.4*<br>25  | 2,850<br>3.4  |      |      |      |         |      |      |      | 10,640<br>12.7              |      |      |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 25<br>7.6                 | 25*<br>8.1  | 8.4  | 25*<br>8.4  | 10<br>3.3     | 3.5  |      |      |         |      |      |      | 23<br>12.6                  | 12.8 |      |      |
| WEEK 1                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 4,940<br>5.9              |             |      |             |               |      |      |      |         |      |      |      | 10,310<br>12.3              |      |      |      |
|                        | NBC TV                                     |       | MATCH GM/HOLLYWOOD SQS HR |             |      |             |               |      |      |      |         |      |      |      | NBC NIGHTLY NEWS            |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 3,350<br>4.0              | 3.7*<br>13  |      | 4.2*<br>13  |               |      |      |      |         |      |      |      | 8,970<br>10.7               |      |      |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 13<br>3.7                 | 12*<br>3.8  | 4.2  | 13*<br>4.3  |               |      |      |      |         |      |      |      | 19<br>10.2                  | 11.2 |      |      |
| WEEK 2                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 9,470<br>11.3             |             |      |             | 2,850<br>3.4  |      |      |      |         |      |      |      | 10,480<br>12.5              |      |      |      |
|                        | ABC TV                                     |       | GENERAL HOSPITAL          |             |      |             | EDGE OF NIGHT |      |      |      | (S)(OP) |      |      |      | ABC WORLD NEWS<br>TONIGHT   |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 7,210<br>8.6              | 8.2*<br>29  |      | 8.9*<br>29  | 2,430<br>2.9  |      |      |      |         |      |      |      | 8,800<br>10.5               |      |      |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 29<br>8.0                 | 28*<br>8.5  | 8.9  | 29*<br>8.9  | 9<br>3.0      | 2.9  |      |      |         |      |      |      | 20<br>10.4                  | 10.5 |      |      |
| WEEK 2                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 8,040<br>9.6              |             |      |             | 3,350<br>4.0  |      |      |      |         |      |      |      | 11,900<br>14.2              |      |      |      |
|                        | CBS TV                                     |       | GUIDING LIGHT<br>(SD)     |             |      |             | TATTLETALES   |      |      |      |         |      |      |      | CBS EVENING NEWS-<br>RATHER |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 6,540<br>7.8              | 7.5*<br>26  |      | 8.1*<br>26  | 2,850<br>3.4  |      |      |      |         |      |      |      | 10,220<br>12.2              |      |      |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 26<br>7.2                 | 26*<br>7.7  | 8.1  | 26*<br>8.1  | 11<br>3.3     | 3.5  |      |      |         |      |      |      | 24<br>12.1                  | 12.3 |      |      |
| WEEK 2                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 4,530<br>5.4              |             |      |             |               |      |      |      |         |      |      |      | 9,640<br>11.5               |      |      |      |
|                        | NBC TV                                     |       | MATCH GM/HOLLYWOOD SQS HR |             |      |             | (S)(OP)       |      |      |      |         |      |      |      | NBC NIGHTLY NEWS            |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 3,020<br>3.6              | 3.4*<br>12  |      | 3.9*<br>13  |               |      |      |      |         |      |      |      | 8,380<br>10.0               |      |      |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 12<br>3.3                 | 12*<br>3.5  | 3.8  | 13*<br>4.0  |               |      |      |      |         |      |      |      | 19<br>9.6                   | 10.3 |      |      |
| TV HOUSEHOLDS USING TV |  | WK. 1 | 30.8                      | 32.3        | 32.9 | 34.0        | 32.5          | 33.7 | 35.1 | 36.9 | 38.7    | 40.9 | 42.9 | 45.4 | 48.7                        | 51.5 | 53.4 | 55.3 |
| (See Def. 1)           |  | WK. 2 | 28.9                      | 30.3        | 31.4 | 32.3        | 31.5          | 32.8 | 33.8 | 35.4 | 37.3    | 39.2 | 41.0 | 43.5 | 46.5                        | 48.7 | 50.4 | 52.2 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR. 9-13, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 7, 1984

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

|  |  |       |              |      |                      |      |  |      |  |      |   |      |   |      |  |      |  |      |      |
|--|--|-------|--------------|------|----------------------|------|--|------|--|------|---|------|---|------|--|------|--|------|------|
| WEEK 1                                 | TOTAL AUDIENCE<br>(Households (000) & %)     |       |              |      |                      |      | 4,020<br>4.8<br>MONCHHICHIS<br>(SD)                  |      | 3,940<br>4.7<br>RASCALS/RICHIE<br>RICH |      | 4,690<br>5.6<br>NEW SCOOPY &<br>SCRAPPY DOO     |      | 5,280<br>6.3<br>PAC-MAN                           |      | 5,530<br>6.6<br>RUBIK, THE<br>AMAZING CUBE<br>(SD) |      | 5,360<br>6.4<br>LITTLES                            |      |      |
|  | ABC TV                                       |       |              |      |                      |      |  |      |  |      |   |      |   |      |  |      |  |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   |       |              |      |                      |      | 3,270<br>3.9   |      | 3,270<br>3.9                           |      | 3,600<br>4.3                                    |      | 4,360<br>5.2                                      |      | 4,610<br>5.5                                       |      | 4,610<br>5.5                                       |      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. |       |              |      |                      |      | 22<br>3.8  |      | 18<br>3.8                              |      | 17<br>4.0                                       |      | 19<br>5.1   |      | 18<br>5.4  |      | 19<br>5.6  |      |      |
| WEEK 2                                 | TOTAL AUDIENCE<br>(Households (000) & %)     |       | 2,350<br>2.8 |      | CAPTAIN KANGAROO-SAT |      | 4,020<br>4.8<br>CHARLIE BROWN/SNOOPY<br>SHOW<br>(SD) |      | 6,620<br>7.9<br>SATURDAY SUPERCARDE    |      | 5,870<br>7.0<br>DUNGEONS AND<br>DRAGONS<br>(SD) |      | 4,530<br>5.4<br>TARZAN LORD OF-<br>JUNGLE<br>(SD) |      | 5,360<br>6.4<br>BUGS BUNNY/ROAD<br>RUNNER I        |      |  |      |      |
|  | CBS TV                                       |       |              |      |                      |      |  |      |  |      |   |      |   |      |  |      |  |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   |       | 1,510<br>1.8 |      | 1.5*                 |      | 3,180<br>3.8   |      | 4,440<br>5.3                           |      | 4,860<br>5.8                                    |      | 4,020<br>4.8                                      |      | 4,530<br>5.4                                       |      |  |      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. |       | 15<br>1.3    |      | 15 *                 |      | 21<br>3.6  |      | 23<br>4.9                              |      | 23 *<br>5.5                                     |      | 21<br>5.6   |      | 16<br>4.8  |      | 18<br>5.3  |      |      |
| WEEK 1                                 | TOTAL AUDIENCE<br>(Households (000) & %)     |       |              |      |                      |      | 4,020<br>4.8<br>FLINTSTONE<br>FUNNIES<br>(SD)        |      | 5,450<br>6.5<br>SHIRT TALES<br>(SD)    |      | 7,540<br>9.0<br>SMURFS I                        |      | 8,210<br>9.8<br>SMURFS II                         |      | 8,630<br>10.3<br>SMURFS III<br>(SD)                |      | 6,700<br>8.0<br>ALVIN AND THE<br>CHIPMUNKS<br>(SD) |      |      |
|  | NBC TV                                       |       |              |      |                      |      |  |      |  |      |   |      |   |      |  |      |  |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   |       |              |      |                      |      | 3,440<br>4.1   |      | 4,610<br>5.5                           |      | 6,030<br>7.2                                    |      | 7,210<br>8.6                                      |      | 7,540<br>9.0                                       |      | 5,870<br>7.0                                       |      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. |       |              |      |                      |      | 23<br>3.8  |      | 26<br>5.1                              |      | 29<br>7.0                                       |      | 31<br>8.6   |      | 30<br>9.1  |      | 24<br>7.1  |      |      |
| WEEK 2                                 | TOTAL AUDIENCE<br>(Households (000) & %)     |       |              |      |                      |      | 3,520<br>4.2<br>MONCHHICHIS<br>(SD)                  |      | 4,440<br>5.3<br>RASCALS/RICHIE<br>RICH |      | 5,030<br>6.0<br>NEW SCOOPY &<br>SCRAPPY DOO     |      | 4,860<br>5.8<br>PAC-MAN                           |      | 5,200<br>6.2<br>RUBIK, THE<br>AMAZING CUBE<br>(SD) |      | 4,860<br>5.8<br>LITTLES                            |      |      |
|  | ABC TV                                       |       |              |      |                      |      |  |      |  |      |   |      |   |      |  |      |  |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   |       |              |      |                      |      | 2,850<br>3.4   |      | 3,600<br>4.3                           |      | 3,850<br>4.6                                    |      | 3,940<br>4.7                                      |      | 4,610<br>5.5                                       |      | 4,190<br>5.0                                       |      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. |       |              |      |                      |      | 20<br>2.8  |      | 20<br>4.1                              |      | 19<br>4.4                                       |      | 17<br>4.6   |      | 20<br>5.6  |      | 17<br>5.2  |      |      |
| WEEK 2                                 | TOTAL AUDIENCE<br>(Households (000) & %)     |       | 2,180<br>2.6 |      | CAPTAIN KANGAROO-SAT |      | 4,190<br>5.0<br>CHARLIE BROWN/SNOOPY<br>SHOW<br>(SD) |      | 6,620<br>7.9<br>SATURDAY SUPERCARDE    |      | 6,540<br>7.8<br>DUNGEONS AND<br>DRAGONS<br>(SD) |      | 5,110<br>6.1<br>TARZAN LORD OF-<br>JUNGLE<br>(SD) |      | 5,610<br>6.7<br>BUGS BUNNY/ROAD<br>RUNNER I        |      |  |      |      |
|  | CBS TV                                       |       |              |      |                      |      |  |      |  |      |   |      |   |      |  |      |  |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   |       | 1,170<br>1.4 |      | 1.0*                 |      | 2,930<br>3.5   |      | 4,190<br>5.0                           |      | 5,360<br>6.4                                    |      | 4,270<br>5.1                                      |      | 4,860<br>5.8                                       |      |  |      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. |       | 13<br>1.0    |      | 10 *                 |      | 20<br>3.1  |      | 22<br>4.4                              |      | 22 *<br>5.4                                     |      | 24<br>6.3   |      | 20<br>5.0  |      | 5.8  |      |      |
| WEEK 2                                 | TOTAL AUDIENCE<br>(Households (000) & %)     |       |              |      |                      |      | 4,270<br>5.1<br>FLINTSTONE<br>FUNNIES<br>(SD)        |      | 5,610<br>6.7<br>SHIRT TALES<br>(SD)    |      | 7,120<br>8.5<br>SMURFS I                        |      | 7,540<br>9.0<br>SMURFS II                         |      | 8,130<br>9.7<br>SMURFS III<br>(SD)                 |      | 8,040<br>9.6<br>ALVIN AND THE<br>CHIPMUNKS<br>(SD) |      |      |
|  | NBC TV                                       |       |              |      |                      |      |  |      |  |      |   |      |   |      |  |      |  |      |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   |       |              |      |                      |      | 3,270<br>3.9   |      | 4,530<br>5.4                           |      | 5,700<br>6.8                                    |      | 6,790<br>8.1                                      |      | 7,370<br>8.8                                       |      | 6,870<br>8.2                                       |      |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. |       |              |      |                      |      | 23<br>3.7  |      | 25<br>5.0                              |      | 28<br>6.2                                       |      | 30<br>7.4   |      | 31<br>8.9  |      | 29<br>8.1  |      |      |
| TV HOUSEHOLDS USING TV<br>(See Def. 1) |  | WK. 1 | WK. 2        | 10.5 | 11.9                 | 13.8 | 15.7   | 18.1 | 19.7                                   | 21.5 | 23.1  | 24.9 | 26.1  | 27.8 | 29.0   | 29.6 | 30.4   | 30.0 | 29.6 |
|  |  |       |              | 9.6  | 11.1                 | 12.5 | 14.5   | 16.7 | 19.7                                   | 21.5 | 23.3  | 24.2 | 25.7  | 26.6 | 27.2   | 28.3 | 28.4   | 28.6 | 28.5 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. APR. 14, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 7, 1984

| TIME                   |  | 11:00 | 11:15                       | 11:30 | 11:45                               | 12:00 | 12:15  | 12:30 | 12:45                              | 1:00      | 1:15                           | 1:30      | 1:45                         | 2:00   | 2:15 | 2:30 | 2:45 |
|------------------------|--|-------|-----------------------------|-------|-------------------------------------|-------|--|-------|------------------------------------|-----------|--------------------------------|-----------|------------------------------|--|------|------|------|
| W<br>E<br>K<br>1       | TOTAL AUDIENCE<br>(Households (000) & %)     | {     | 5,450<br>6.5                |       | 5,110<br>6.1                        |       | 3,270<br>3.9   |       | 4,860<br>5.8                       |           |                                |           |                              |  |      |      |      |
|                        | ABC TV                                       |       | PUPPY-FURTHER<br>ADVENTURES |       | BEST OF SCOOBY<br>DOO<br>(SD)       |       | ABC WEEKEND<br>SPECIALS<br>ALL THE MONEY<br>IN THE WORLD |       | AMERICAN BANDSTAND                 |           |                                |           |                              |  |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %)   | {     | 4,610<br>5.5                |       | 4,360<br>5.2                        |       | 2,680<br>3.2   |       | 2,850<br>3.4                       |           | 2.9*                           |           | 3.9*                         |  |      |      |      |
|                        | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %     | 20<br>5.6                   | 5.3   | 19<br>5.3                           | 5.0   | 12<br>3.3  | 3.1   | 12<br>2.8                          | 10 *      | 3.0                            |           | 14 *                         | 4.0  |      |      |      |
| W<br>E<br>K<br>2       | TOTAL AUDIENCE<br>(Households (000) & %)     | {     | 6,030<br>7.2                |       | 5,780<br>6.9                        |       | 4,360<br>5.2   |       | 3,690<br>4.4                       |           | 4,440<br>5.3                   |           | 3,180<br>3.8                 |  |      |      |      |
|                        | CBS TV                                       |       | BUGS BUNNY/ROAD<br>RUNNER 2 |       | BUGS BUNNY/ROAD<br>RUNNER 3<br>(SD) |       | BISKITTS<br>(SD)   |       | BENJI, ZAX &<br>THE-PRINCE<br>(SD) |           | NEW FAT ALBERT<br>SHOW<br>(SD) |           | (1)<br>(SUS-SD)              |  |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %)   | {     | 5,110<br>6.1                |       | 4,860<br>5.8                        |       | 3,440<br>4.1   |       | 3,100<br>3.7                       |           | 3,350<br>4.0                   |           | 2,600<br>3.1                 |  |      |      |      |
|                        | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %     | 22<br>6.0                   | 6.1   | 21<br>5.6                           | 6.0   | 15<br>4.1  | 4.1   | 13<br>3.9                          | 14<br>3.5 |                                | 11<br>3.5 | 2.9                          | 3.4  |      |      |      |
| W<br>E<br>K<br>1       | TOTAL AUDIENCE<br>(Households (000) & %)     | {     | 6,120<br>7.3                |       | 4,190<br>5.0                        |       | 4,360<br>5.2   |       | 3,180<br>3.8                       |           |                                |           | 4,190<br>5.0                 | 13,740<br>16.4   |      |      |      |
|                        | NBC TV                                       |       | MR. T                       |       | SPIDERMAN/HULK 1                    |       | SPIDERMAN/HULK<br>2(B)<br>(SD)                           |       | THUNDARR(B)                        |           |                                |           | (2)<br>(-OP)                 | NBC MAJOR LEAGUE BASEBALL<br>DETROIT VS CHICAGO<br>BALTIMORE VS MINNESOTA<br>(OP)(1:47-4:50PM) |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %)   | {     | 5,200<br>6.2                |       | 3,520<br>4.2                        |       | 3,940<br>4.7   |       | 2,680<br>3.2                       |           |                                |           | 3,850<br>4.6                 | 5,610<br>6.7   |      | 6.5* | 6.9* |
|                        | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %     | 22<br>6.2                   | 6.3   | 15<br>4.0                           | 4.3   | 17<br>4.7  | 4.7   | 12<br>3.1                          | 10 *      | 3.3                            |           | 16<br>4.5                    | 21<br>5.3  | 6.1  | 22 * | 23 * |
| W<br>E<br>K<br>2       | TOTAL AUDIENCE<br>(Households (000) & %)     | {     | 5,030<br>6.0                |       | 5,450<br>6.5                        |       | 4,530<br>5.4   |       | 5,280<br>6.3                       |           |                                |           |                              |  |      |      |      |
|                        | ABC TV                                       |       | PUPPY-FURTHER<br>ADVENTURES |       | BEST OF SCOOBY<br>DOO<br>(SD)       |       | ABC WEEKEND<br>SPECIALS<br>BAD CAT                       |       | AMERICAN BANDSTAND                 |           |                                |           |                              |  |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %)   | {     | 3,850<br>4.6                |       | 4,440<br>5.3                        |       | 3,690<br>4.4   |       | 2,930<br>3.5                       |           | 3.0*                           |           | 4.0*                         |  |      |      |      |
|                        | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %     | 16<br>4.6                   | 4.5   | 19<br>5.3                           | 5.3   | 15<br>4.5  | 4.2   | 12<br>2.9                          | 10 *      | 3.0                            |           | 14 *                         | 4.1  |      |      |      |
| W<br>E<br>K<br>2       | TOTAL AUDIENCE<br>(Households (000) & %)     | {     | 6,030<br>7.2                |       | 4,860<br>5.8                        |       | 3,520<br>4.2   |       | 3,520<br>4.2                       |           | 4,360<br>5.2                   |           | 2,930<br>3.5                 | 6,870<br>8.2   |      |      |      |
|                        | CBS TV                                       |       | BUGS BUNNY/ROAD<br>RUNNER 2 |       | BUGS BUNNY/ROAD<br>RUNNER 3<br>(SD) |       | BISKITTS<br>(SD)   |       | BENJI, ZAX &<br>THE-PRINCE<br>(SD) |           | NEW FAT ALBERT<br>SHOW<br>(SD) |           | CBS CHILDREN'S<br>FILM FEST. | NCAA SPECIAL<br>(2:00-3:30PM)  |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %)   | {     | 4,780<br>5.7                |       | 4,110<br>4.9                        |       | 2,930<br>3.5   |       | 2,850<br>3.4                       |           | 3,440<br>4.1                   |           | 2,350<br>2.8                 | 2,770<br>3.3   |      | 3.2* | 2.9* |
|                        | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %     | 20<br>5.8                   | 5.6   | 17<br>4.9                           | 4.9   | 12<br>3.6  | 3.4   | 12<br>3.3                          | 10 *      | 3.5                            | 9<br>3.0  | 11<br>3.2                    | 11 *   | 3.1  | 10 * | 10 * |
| W<br>E<br>K<br>2       | TOTAL AUDIENCE<br>(Households (000) & %)     | {     | 6,200<br>7.4                |       | 4,020<br>4.8                        |       | 4,440<br>5.3   |       | 4,610<br>5.5                       |           | 6,700<br>8.0                   |           |                              |  |      |      |      |
|                        | NBC TV                                       |       | MR. T                       |       | SPIDERMAN/HULK 1                    |       | SPIDERMAN/HULK 2<br>(SD)                                 |       | THUNDARR(B)                        |           |                                |           | FAMILY CIRCLE TENNIS-SAT     |  |      |      |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %)   | {     | 5,360<br>6.4                |       | 3,600<br>4.3                        |       | 3,770<br>4.5   |       | 3,850<br>4.6                       |           | 2,510<br>3.0                   |           | 3.1*                         |  | 3.2* |      | 2.8* |
|                        | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %     | 23<br>6.7                   | 6.1   | 15<br>4.3                           | 4.3   | 15<br>4.5  | 4.5   | 16<br>4.5                          | 10 *      | 4.6                            | 10 *      | 10 *                         | 11 *   | 3.2  | 2.8  | 10 * |
| TV HOUSEHOLDS USING TV |  | WK. 1 | 28.0                        | 27.4  | 27.0                                | 26.9  | 27.5   | 28.5  | 28.0                               | 28.3      | 27.7                           | 28.5      | 28.7                         | 28.9   | 28.6 | 29.7 | 30.5 |
| (See Def. 1)           |  | WK. 2 | 27.8                        | 27.7  | 28.1                                | 28.8  | 29.3   | 29.7  | 29.7                               | 29.7      | 28.8                           | 29.5      | 30.0                         | 29.7   | 29.2 | 29.6 | 29.3 |

U.S. TV Households: 83,800,000

(1) CBS CHILDREN'S FILM FEST., CBS, (1:30-1:54PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (1:30-1:47PM)

For explanation of symbols, See page A.

DAY SAT. APR. 14, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. APR. 7, 1984

| TIME                         |  | 3:00           | 3:15 | 3:30                                       | 3:45 | 4:00  | 4:15 | 4:30           | 4:45 | 5:00   | 5:15 | 5:30           | 5:45 | 6:00           | 6:15 | 6:30                    | 6:45 |
|------------------------------|--|----------------|------|--|------|---|------|----------------|------|--|------|----------------|------|----------------|------|-------------------------|------|
| W<br>E<br>K<br>1             | TOTAL AUDIENCE<br>(Households (000) & %)       | { 2,680<br>3.2 |      | { 8,880<br>10.6                            |      |   |      |                |      | { 12,320<br>14.7                                   |      |                |      |                |      |                         |      |
|                              | ABC TV   | SPORTSBEAT     |      | PRO BOWLERS TOUR                           |      |   |      |                |      | ABC WIDE WORLD-SPORTS SAT                          |      |                |      |                |      |                         |      |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     | { 2,260<br>2.7 |      | { 5,110<br>6.1                             |      |   |      |                |      | { 6,620<br>7.9                                     |      |                |      | { 7.8*<br>19 * |      | { 8.6*<br>18 *          |      |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % | { 9<br>2.6     |      | { 17<br>4.2                                |      | { 4.7*<br>5.2   |      | { 6.3*<br>6.6  |      | { 7.2*<br>7.4                                      |      | { 7.2*<br>7.0  |      | { 7.5          |      | { 8.1                   |      |
| W<br>E<br>K<br>2             | TOTAL AUDIENCE<br>(Households (000) & %)       |                |      | { 10,890<br>13.0                           |      |   |      |                |      |  |      |                |      |                |      | { 9,300<br>11.1         |      |
|                              | CBS TV   |                |      |  |      |   |      |                |      |  |      |                |      |                |      | CBS SAT. NEWS-SCHIEFFER |      |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     |                |      | { 4,940<br>5.9                             |      | { 5.0*<br>16  |      | { 5.7*<br>15 * |      | { 6.2*<br>16 *                                     |      | { 6.6*<br>16 * |      |                |      | { 8,040<br>9.6          |      |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % |                |      | { 16<br>4.9                                |      | { 15*<br>5.1  |      | { 15*<br>6.0   |      | { 16*<br>5.8                                       |      | { 16*<br>6.6   |      | { 6.8          |      | { 9.5                   |      |
| W<br>E<br>K<br>3             | TOTAL AUDIENCE<br>(Households (000) & %)       |                |      |  |      | { 6,700<br>8.0  |      |                |      |  |      |                |      |                |      | { 8,210<br>9.8          |      |
|                              | NBC TV   |                |      |  |      | NBC MAJOR LEAGUE BASEBALL<br>DETROIT VS CHICAGO<br>BALTIMORE VS MINNESOTA<br>(1:47-4:50PM)(-OP) |      |                |      | DINAH SHORE GOLF-SAT<br>(4:50-6:00PM)<br>(OP)      |      |                |      |                |      | NBC NIGHTLY NEWS-SAT.   |      |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     |                |      | { 7.1*<br>23 *                             |      | { 6.6*<br>20 *  |      | { 6.5*<br>19 * |      | { 4.2<br>11  |      | { 4.0*<br>11 * |      | { 4.4*<br>11 * |      | { 6,960<br>8.3          |      |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % | { 7.1<br>7.2   |      | { 6.7                                      |      | { 6.4   |      | { 6.3          |      | { 6.6  |      | { 7.7          |      | { 4.6          |      | { 3.8                   |      |
| W<br>E<br>K<br>4             | TOTAL AUDIENCE<br>(Households (000) & %)       | { 2,930<br>3.5 |      | { 8,970<br>10.7                            |      |   |      |                |      | { 11,310<br>13.5                                   |      |                |      |                |      |                         |      |
|                              | ABC TV   | SPORTSBEAT     |      | PRO BOWLERS TOUR<br>(3:30-5:07PM)<br>(-OP) |      |   |      |                |      | ABC WIDE WORLD-SPORTS SAT<br>(5:07-6:30PM)<br>(OP) |      |                |      |                |      |                         |      |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     | { 1,930<br>2.3 |      | { 4,780<br>5.7                             |      | { 4.7*<br>14 *  |      | { 5.8*<br>16 * |      | { 6.3*<br>17 *                                     |      | { 6.5*<br>16 * |      | { 6.5*<br>16 * |      | { 7.4*<br>17 *          |      |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % | { 8<br>2.4     |      | { 16<br>4.4                                |      | { 14*<br>5.0  |      | { 16*<br>6.0   |      | { 17*<br>6.6                                       |      | { 16*<br>6.7   |      | { 16*<br>6.4   |      | { 7.2                   |      |
| W<br>E<br>K<br>5             | TOTAL AUDIENCE<br>(Households (000) & %)       |                |      | { 11,060<br>13.2                           |      |   |      |                |      |  |      |                |      |                |      | { 10,140<br>12.1        |      |
|                              | CBS TV   |                |      |  |      |   |      |                |      |  |      |                |      |                |      | CBS SAT. NEWS-SCHIEFFER |      |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     |                |      | { 3.8*<br>12 *                             |      | { 5,110<br>6.1  |      | { 5.0*<br>16 * |      | { 5.8*<br>17 *                                     |      | { 6.2*<br>17 * |      | { 6.8*<br>18 * |      | { 6.7*<br>17 *          |      |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % | { 3.6<br>4.0   |      | { 4.9<br>4.9                               |      | { 5.2   |      | { 5.6          |      | { 6.1  |      | { 6.4          |      | { 7.0          |      | { 6.9                   |      |
| W<br>E<br>K<br>6             | TOTAL AUDIENCE<br>(Households (000) & %)       | { 4,610<br>5.5 |      | { 12,740<br>15.2                           |      |   |      |                |      |  |      |                |      |                |      | { 8,800<br>10.5         |      |
|                              | NBC TV   |                |      |  |      |   |      |                |      |  |      |                |      |                |      | NBC NIGHTLY NEWS-SAT.   |      |
|                              | AVERAGE AUDIENCE<br>(Households (000) & %)     | { 4,360<br>5.2 |      | { 4,860<br>5.8                             |      | { 5.5*<br>17 *  |      | { 5.4*<br>16 * |      | { 5.8*<br>16 *                                     |      | { 5.9*<br>16 * |      | { 6.3*<br>16 * |      | { 7,210<br>8.6          |      |
|                              | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. % | { 18<br>5.1    |      | { 16<br>5.5                                |      | { 17*<br>5.7  |      | { 16*<br>5.2   |      | { 16*<br>5.4                                       |      | { 16*<br>5.5   |      | { 16*<br>5.8   |      | { 18                    |      |
| TV HOUSEHOLDS USING TV WK. 1 |  | 31.2           | 31.7 | 32.7                                       | 33.9 | 34.6  | 35.4 | 37.3           | 37.6 | 37.8   | 39.5 | 40.6           | 42.7 | 46.6           | 49.1 | 50.2                    | 51.1 |
| (See Def. 1) WK. 2           |  | 29.5           | 30.3 | 32.1                                       | 33.6 | 35.3  | 37.6 | 37.8           | 38.2 | 39.2   | 39.7 | 41.0           | 41.6 | 43.7           | 45.7 | 47.6                    | 48.5 |

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:17PM)

For explanation of symbols, See page A.

DAY SAT. APR. 14, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. APR. 8, 1984

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|
|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

1

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

|     |     |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|-----|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 7.1 | 8.1 | 9.4  | 11.4 | 14.7 | 16.5 | 17.9 | 19.5 | 22.0 | 23.7 | 25.6 | 26.6 | 27.8 | 29.0 | 29.2 | 29.5 |
| 7.4 | 8.8 | 10.1 | 11.8 | 14.3 | 16.0 | 17.4 | 18.7 | 20.4 | 22.2 | 23.7 | 24.5 | 24.8 | 25.4 | 26.2 | 26.9 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. APR. 15, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. APR. 8, 1984

|  |  | TIME | 11:00 | 11:15 | 11:30                        | 11:45 | 12:00          | 12:15 | 12:30 | 12:45 | 1:00   | 1:15 | 1:30 | 1:45 | 2:00                  | 2:15      | 2:30   | 2:45        |      |
|--|--|------|-------|-------|------------------------------|-------|----------------|-------|-------|-------|--|------|------|------|-----------------------|-----------|--|-------------|------|
| WEEK 1                                 | TOTAL AUDIENCE<br>(Households (000) & %)     | {    |       |       | 5,280<br>6.3                 |       |                |       |       |       |  |      |      |      | 4,110<br>4.9          |           | 13,490<br>16.1                               |             |      |
|  | ABC TV                                       |      |       |       | ← THIS WEEK-DAVID BRINKLEY → |       |                |       |       |       |  |      |      |      | AMERICAN<br>SPORTSMAN |           | (1)  |             |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   | {    |       |       | 3,270<br>3.9                 | 4.1*  |                |       | 3.7*  |       |  |      |      |      | 3,440<br>4.1          |           | 4,690<br>5.6                                 | 5.0*        |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %    |       |       | 13<br>4.3                    | 14 *  |                |       | 12 *  |       |  |      |      |      | 12<br>3.9             | 4.3       | 15<br>5.1                                    | 14 *<br>5.0 |      |
| WEEK 2                                 | TOTAL AUDIENCE<br>(Households (000) & %)     | {    |       |       |                              |       |                |       |       |       | 10,810<br>12.9   |      |      |      |                       |           |  |             |      |
|  | CBS TV                                       |      |       |       | FOR OUR TIMES<br>(SUS)       |       |                |       |       |       | ← NBA ON CBS<br>N.Y. KNICKS VS PHILADELPHIA<br>(1:00-3:45PM) → |      |      |      |                       |           |  |             |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   | {    |       |       |                              |       |                |       |       |       | 4,110<br>4.9   | 4.2* |      | 4.7* |                       | 5.3*      |  | 5.1*        |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %    |       |       |                              |       |                |       |       |       | 14<br>4.0  | 13 * |      | 14 * |                       | 15 *      |  | 14 *        |      |
| WEEK 3                                 | TOTAL AUDIENCE<br>(Households (000) & %)     | {    |       |       |                              |       | 4,020<br>4.8   |       |       |       | 6,540<br>7.8   |      |      |      |                       |           |  |             |      |
|  | NBC TV                                       |      |       |       |                              |       | MEET THE PRESS |       |       |       | ← NBC SPEEDWORLD-SUN →   |      |      |      |                       |           |  |             |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   | {    |       |       |                              |       | 3,180<br>3.8   |       |       |       | 2,770<br>3.3   | 3.3* |      | 3.5* |                       | 3.2*      |  | 3.3*        |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %    |       |       |                              |       | 12<br>3.5      | 4.1   |       |       | 10<br>2.9  | 10 * |      | 10 * |                       | 9 *       |  | 9 *         |      |
| WEEK 4                                 | TOTAL AUDIENCE<br>(Households (000) & %)     | {    |       |       | 5,530<br>6.6                 |       |                |       |       |       |  |      |      |      | 4,690<br>5.6          |           | 15,080<br>18.0                               |             |      |
|  | ABC TV                                       |      |       |       | ← THIS WEEK-DAVID BRINKLEY → |       |                |       |       |       |  |      |      |      | AMERICAN<br>SPORTSMAN |           | (2)  |             |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   | {    |       |       | 3,690<br>4.4                 | 4.1*  |                |       | 4.6*  |       |  |      |      |      | 3,350<br>4.0          |           | 5,870<br>7.0                                 | 5.7*        |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %    |       |       | 15<br>3.7                    | 14 *  |                |       | 16 *  |       |  |      |      |      | 11<br>3.5             | 17<br>4.6 | 17<br>5.1                                    | 16 *<br>6.2 |      |
| WEEK 5                                 | TOTAL AUDIENCE<br>(Households (000) & %)     | {    |       |       |                              |       |                |       |       |       | 12,570<br>15.0   |      |      |      |                       |           |  |             |      |
|  | CBS TV                                       |      |       |       | FOR OUR TIMES<br>(SUS)       |       |                |       |       |       | ← CBS SPORTS SUNDAY →  |      |      |      |                       |           |  |             |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   | {    |       |       |                              |       |                |       |       |       | 5,030<br>6.0   | 5.1* |      | 5.7* |                       | 6.6*      |  | 6.6*        |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %    |       |       |                              |       |                |       |       |       | 18<br>5.1  | 16 * |      | 17 * |                       | 19 *      |  | 19 *        |      |
| WEEK 6                                 | TOTAL AUDIENCE<br>(Households (000) & %)     | {    |       |       |                              |       | 3,520<br>4.2   |       |       |       |  |      |      |      |                       |           | 6,700<br>8.0                                 |             |      |
|  | NBC TV                                       |      |       |       | RELIGIOUS SERIES<br>(SUS)    |       | MEET THE PRESS |       |       |       |  |      |      |      |                       |           | FAMILY CIRCLE<br>TENNIS-SUN<br>(2:30-4:30PM) |             |      |
|  | AVERAGE AUDIENCE<br>(Households (000) & %)   | {    |       |       |                              |       | 2,850<br>3.4   |       |       |       |  |      |      |      |                       |           | 2,350<br>2.8                                 | 2.7*        |      |
|  | SHARE OF AUDIENCE<br>%<br>AVG. AUD. BY ¼ HR. | %    |       |       |                              |       | 11<br>3.4      | 3.3   |       |       |  |      |      |      |                       |           | 7<br>2.9                                     | 8 *<br>2.5  |      |
| TV HOUSEHOLDS USING TV<br>(See Def. 1) |  |      | WK. 1 | 29.9  | 30.0                         | 29.9  | 30.2           | 31.1  | 31.6  | 31.5  | 32.0   | 31.9 | 33.4 | 34.8 | 35.0                  | 34.9      | 35.1   | 35.1        | 36.1 |
|  |  |      | WK. 2 | 27.5  | 28.1                         | 27.8  | 28.3           | 28.9  | 29.9  | 31.2  | 31.7   | 32.2 | 33.1 | 33.8 | 34.7                  | 35.2      | 36.6   | 36.4        | 37.3 |

U.S. TV Households: 83,800,000

(1)USFL FOOTBALL, PHILADELPHIA VS ARIZONA&amp;PITTSBURGH VS NEW ORLEANS,ABC,(2:30-6:00PM)

A-35(2)USFL FOOTBALL, ARIZONA VS NEW JERSEY&amp;BIRMINGHAM VS MICHIGAN,ABC,(2:30-6:00PM)

For explanation of symbols, See page A.

DAY SUN. APR. 15, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. APR. 8, 1984

|                        |  | TIME  | 3:00   | 3:15 | 3:30 | 3:45   | 4:00  | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00  | 6:15  | 6:30  | 6:45 |
|------------------------|--|-------|--------|------|------|--------|-------|------|------|------|------|------|------|------|-------|-------|-------|------|
| WEEK 1                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     |        |      |      |        |       |      |      |      |      |      |      |      |       |       | 9,220 |      |
|                        | ABC TV                                     |       |        |      |      |        |       |      |      |      |      |      |      |      |       |       | 11.0  |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     |        |      |      |        |       |      |      |      |      |      |      |      |       |       | 7,370 |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 4.9    | 4.9  | 4.9  | 5.3    | 5.4   | 5.6  | 6.3  | 6.0  | 5.9  | 5.9  | 6.4  | 6.2  |       |       | 8.4   | 9.1  |
| WEEK 2                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     |        |      |      | 11,060 |       |      |      |      |      |      |      |      | 7,790 |       |       |      |
|                        | CBS TV                                     |       |        |      |      |        |       |      |      |      |      |      |      |      |       |       |       |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     |        |      |      | 4,270  |       |      |      |      |      |      |      |      | 6,620 |       |       |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 4.8    | 5.0  | 5.3  | 4.1    | 4.4   | 5.2  | 5.5  | 5.1  | 5.1  | 5.3  | 5.3  | 5.5  | 6.7   | 8.4   |       |      |
| WEEK 3                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 7,120  |      |      |        | 9,300 |      |      |      |      |      |      |      |       |       | 6,960 |      |
|                        | NBC TV                                     |       |        |      |      |        |       |      |      |      |      |      |      |      |       |       |       |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 4,360  |      |      |        | 3,850 |      |      |      |      |      |      |      |       |       | 5,610 |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 5.2    | 4.9* |      | 5.5*   | 4.6   | 4.0* |      | 4.1* |      | 4.3* |      | 4.9* |       | 6.2*  | 6.7   |      |
| WEEK 4                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     |        |      |      |        |       |      |      |      |      |      |      |      |       |       | 7,630 |      |
|                        | ABC TV                                     |       |        |      |      |        |       |      |      |      |      |      |      |      |       |       | 9.1   |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     |        |      |      |        |       |      |      |      |      |      |      |      |       |       | 6,200 |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 7.1    | 7.5* |      | 8.1*   | 7.4   | 7.4* |      | 7.4* |      | 6.6* |      | 6.1* |       | 7.4   | 15    | 7.6  |
| WEEK 5                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     | 17,180 |      |      |        |       |      |      |      |      |      |      |      |       |       | 5,530 |      |
|                        | CBS TV                                     |       |        |      |      |        |       |      |      |      |      |      |      |      |       |       |       |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     | 7,370  |      |      |        |       |      |      |      |      |      |      |      |       |       | 4,440 |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 8.8    | 7.4* |      | 7.7*   | 8.5   | 8.6* |      | 8.8* |      | 9.0* |      | 9.9* |       | 10.0* | 5.3   |      |
| WEEK 6                 | TOTAL AUDIENCE<br>(Households (000) & %)   | {     |        |      |      |        |       |      |      |      |      |      |      |      |       |       | 8,130 |      |
|                        | NBC TV                                     |       |        |      |      |        |       |      |      |      |      |      |      |      |       |       | 9.7   |      |
|                        | AVERAGE AUDIENCE<br>(Households (000) & %) | {     |        |      |      |        |       |      |      |      |      |      |      |      |       |       | 6,790 |      |
|                        | SHARE OF AUDIENCE<br>AVG. AUD. BY ¼ HR.    | %     | 2.3    | 2.4* |      | 2.9*   | 3.3   | 3.2* |      | 4.6* |      | 6.0* |      | 6.1* |       | 16    | 8.1   | 8.1  |
| TV HOUSEHOLDS USING TV |  | WK. 1 | 36.3   | 36.2 | 36.8 | 38.0   | 38.0  | 39.3 | 40.4 | 41.2 | 42.0 | 42.5 | 43.1 | 44.5 | 47.8  | 49.9  | 52.3  | 56.1 |
| (See Def. 1)           |  | WK. 2 | 37.6   | 38.5 | 39.4 | 39.6   | 40.1  | 41.0 | 42.3 | 44.1 | 45.0 | 45.6 | 46.6 | 48.2 | 50.5  | 51.2  | 52.6  | 53.7 |

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

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Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

| DAY<br>NETWORK/PROGRAM           | WK<br># | TIME<br>(N.Y.T.) | QUARTER<br>HOUR | WEEK 1              |      |                     |       |            |                        |                       | WEEK 2              |        |                  |                     |       |                        |                       |
|----------------------------------|---------|------------------|-----------------|---------------------|------|---------------------|-------|------------|------------------------|-----------------------|---------------------|--------|------------------|---------------------|-------|------------------------|-----------------------|
|                                  |         |                  |                 | TOTAL AUDIENCE      |      | AVERAGE AUDIENCE    |       |            | AVG.<br>AUD.BY<br>% HR | TELE-<br>CAST<br>DAYS | TOTAL AUDIENCE      |        | AVERAGE AUDIENCE |                     |       | AVG.<br>AUD.BY<br>% HR | TELE-<br>CAST<br>DAYS |
|                                  |         |                  |                 | HOUSEHOLDS<br>(000) | %    | HOUSEHOLDS<br>(000) | %     | SHARE<br>% |                        |                       | HOUSEHOLDS<br>(000) | %      | SHARE<br>%       | HOUSEHOLDS<br>(000) | %     |                        |                       |
| EVENING MONDAY                   |         |                  |                 |                     |      |                     |       |            |                        |                       |                     |        |                  |                     |       |                        |                       |
| ABC ABC BUSINESS BRIEF-MON       | 1       | 8.58- 8.59PM     | 8.45            | 12,490              | 14.9 | 12,490              | 14.9  | 22         | 14.9                   |                       |                     |        |                  |                     |       |                        |                       |
| ABC ACADEMY AWARDS(S)            | 2       | 9.00-12.08AM     | +GRID           |                     |      |                     |       |            |                        | 42,570                | 50.8                | 25,390 | 30.3             | 50                  |       |                        |                       |
|                                  |         |                  | 11.00           |                     |      |                     |       |            |                        |                       |                     |        |                  |                     | 28.1* | 51*                    | 28.7                  |
|                                  |         |                  | 11.15           |                     |      |                     |       |            |                        |                       |                     |        |                  |                     | 27.5  |                        | 28.1                  |
|                                  |         |                  | 11.30           |                     |      |                     |       |            |                        |                       |                     |        |                  |                     | 27.6* | 57*                    | 27.1                  |
|                                  |         |                  | 11.45           |                     |      |                     |       |            |                        |                       |                     |        |                  |                     | 26.9* | 60*                    | 26.9                  |
|                                  |         |                  | 12.00           |                     |      |                     |       |            |                        |                       |                     |        |                  |                     |       |                        |                       |
| CBS CBS NCAA BSKBL CHAMPSHIPS(S) | 1       | 9.00-11.11PM     | +GRID           | 26,150              | 31.2 | 16,510              | 19.7  | 29         |                        |                       |                     |        |                  |                     |       |                        |                       |
|                                  |         |                  | 11.00           |                     |      |                     | 20.8* | 35*        | 20.8                   |                       |                     |        |                  |                     |       |                        |                       |
| EVENING TUESDAY                  |         |                  |                 |                     |      |                     |       |            |                        |                       |                     |        |                  |                     |       |                        |                       |
| ABC '84 VOTE:PA PRIMRY- 8:06P(S) | 2       | 8.06- 8.08PM     | 8.00            |                     |      |                     |       |            |                        | 11,560                | 13.8                | 11,310 | 13.5             | 23                  | 13.5  |                        |                       |
| ABC '84 VOTE:NY PRIMRY- 9:02P(S) | 1       | 9.02- 9.04PM     | 9.00            | 11,730              | 14.0 | 11,310              | 13.5  | 20         | 13.5                   |                       |                     |        |                  |                     |       |                        |                       |
| CBS MISS TEEN USA(S)             | 1       | 9.00-11.01PM     | +GRID           | 22,790              | 27.2 | 13,410              | 16.0  | 25         |                        |                       |                     |        |                  |                     |       |                        |                       |
|                                  |         |                  | 11.00           |                     |      |                     |       |            | 14.6                   |                       |                     |        |                  |                     |       |                        |                       |
| EVENING WEDNESDAY                |         |                  |                 |                     |      |                     |       |            |                        |                       |                     |        |                  |                     |       |                        |                       |
| ABC FALL GUY                     | 1       | 8.38- 9.38PM     | +GRID           | 24,550              | 29.3 | 17,600              | 21.0  | 32         |                        |                       |                     |        |                  |                     |       |                        |                       |
|                                  |         |                  | 9.30            |                     |      |                     | 24.7* | 37*        | 24.7                   |                       |                     |        |                  |                     |       |                        |                       |
| ABC ABC BUSINESS BRIEF-WED       | 2       | 8.58- 8.59PM     | 8.45            |                     |      |                     |       |            |                        | 16,840                | 20.1                | 16,840 | 20.1             | 30                  | 20.1  |                        |                       |

|                                 |   |               |       |        |      |        |       |     |      |  |  |  |  |  |
|---------------------------------|---|---------------|-------|--------|------|--------|-------|-----|------|--|--|--|--|--|
| ABC DYNASTY                     | 1 | 9.36- 9.37PM  | 9.30  | 20,030 | 23.9 | 20,030 | 23.9  | 36  | 23.9 |  |  |  |  |  |
|                                 | 1 | 9.38-10.38PM  | +GRID | 23,130 | 27.6 | 19,780 | 23.6  | 38  | 23.7 |  |  |  |  |  |
|                                 |   |               | 10.30 |        |      |        | 23.7* | 40* |      |  |  |  |  |  |
| ABC HOTEL                       | 1 | 10.38-11.38PM | +GRID | 18,020 | 21.5 | 13,410 | 16.0  | 31  | 16.0 |  |  |  |  |  |
|                                 |   |               | 11.00 |        |      |        |       |     |      |  |  |  |  |  |
|                                 |   |               | 11.15 |        |      |        | 15.6* | 31* | 15.2 |  |  |  |  |  |
|                                 |   |               | 11.30 |        |      |        | 14.8* | 33* | 14.8 |  |  |  |  |  |
| CBS ONE DAY AT A TIME           | 1 | 8.37- 9.07PM  | +GRID | 10,810 | 12.9 | 8,380  | 10.0  | 15  | 10.3 |  |  |  |  |  |
|                                 |   |               | 9.00  |        |      |        |       |     |      |  |  |  |  |  |
| CBS MAMA MALONE                 | 1 | 9.07- 9.37PM  | +GRID | 9,550  | 11.4 | 7,880  | 9.4   | 14  | 9.4  |  |  |  |  |  |
|                                 |   |               | 9.30  |        |      |        |       |     |      |  |  |  |  |  |
| CBS CBS WEDNESDAY NIGHT MOVIE   | 1 | 9.37-11.37PM  | +GRID | 15,840 | 18.9 | 9,640  | 11.5  | 20  | 12.9 |  |  |  |  |  |
|                                 |   |               | 11.00 |        |      |        |       |     |      |  |  |  |  |  |
|                                 |   |               | 11.15 |        |      |        | 13.2* | 26* | 13.5 |  |  |  |  |  |
|                                 |   |               | 11.30 |        |      |        | 12.4* | 28* | 12.4 |  |  |  |  |  |
| NBC BOB HOPE'S-LAUGHS SP PT2(S) | 1 | 8.36- 9.36PM  | +GRID | 19,360 | 23.1 | 13,910 | 16.6  | 25  | 16.7 |  |  |  |  |  |
|                                 |   |               | 9.30  |        |      |        | 16.7* | 25* |      |  |  |  |  |  |
| NBC FACTS OF LIFE               | 1 | 9.36-10.06PM  | +GRID | 15,080 | 18.0 | 13,070 | 15.6  | 24  | 15.5 |  |  |  |  |  |
|                                 |   |               | 10.00 |        |      |        |       |     |      |  |  |  |  |  |
| NBC DOUBLE TROUBLE              | 1 | 10.06-10.36PM | +GRID | 12,320 | 14.7 | 10,980 | 13.1  | 21  | 12.3 |  |  |  |  |  |
|                                 |   |               | 10.30 |        |      |        |       |     |      |  |  |  |  |  |
| NBC ST. ELSEWHERE               | 1 | 10.36-11.36PM | +GRID | 13,070 | 15.6 | 9,390  | 11.2  | 22  | 11.2 |  |  |  |  |  |
|                                 |   |               | 11.00 |        |      |        |       |     |      |  |  |  |  |  |
|                                 |   |               | 11.15 |        |      |        | 11.2* | 22* | 11.1 |  |  |  |  |  |
|                                 |   |               | 11.30 |        |      |        | 10.5* | 24* | 10.5 |  |  |  |  |  |

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

|                                  |         |                  |                 | WEEK 1              |      |                     |      |            | WEEK 2                      |                       |                     |      |                     |      |            |                             |                       |
|----------------------------------|---------|------------------|-----------------|---------------------|------|---------------------|------|------------|-----------------------------|-----------------------|---------------------|------|---------------------|------|------------|-----------------------------|-----------------------|
| DAY<br>NETWORK/PROGRAM           | WK<br># | TIME<br>(N.Y.T.) | QUARTER<br>HOUR | TOTAL AUDIENCE      |      | AVERAGE AUDIENCE    |      |            | AVG.<br>AUD.BY<br>¼ HR<br>% | TELE-<br>CAST<br>DAYS | TOTAL AUDIENCE      |      | AVERAGE AUDIENCE    |      |            | AVG.<br>AUD.BY<br>¼ HR<br>% | TELE-<br>CAST<br>DAYS |
|                                  |         |                  |                 | HOUSEHOLDS<br>(000) | %    | HOUSEHOLDS<br>(000) | %    | SHARE<br>% |                             |                       | HOUSEHOLDS<br>(000) | %    | HOUSEHOLDS<br>(000) | %    | SHARE<br>% |                             |                       |
| EVENING FRIDAY                   |         |                  |                 |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
| ABC ABC BUSINESS BRIEF-FRI       | 1       | 8.43- 8.44PM     | 8.30            | 12,910              | 15.4 | 12,910              | 15.4 | 25         | 15.4                        |                       | 13,740              | 16.4 | 13,740              | 16.4 | 28         | 16.4                        |                       |
|                                  | 2       | 8.44- 8.45PM     | 8.30            |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
| EVENING SATURDAY                 |         |                  |                 |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
| ABC ABC SPORTS UPDATE-SAT        | 1       | 8.57- 8.59PM     | 8.45            | 12,740              | 15.2 | 11,820              | 14.1 | 24         | 14.1                        |                       | 14,500              | 17.3 | 14,500              | 17.3 | 30         | 17.3                        |                       |
|                                  | 2       | 9.02- 9.03PM     | 9.00            |                     |      |                     |      |            |                             |                       | 12,230              | 14.6 | 12,230              | 14.6 | 26         | 14.6                        |                       |
| ABC ABC NEWSBRIEF-SAT.           |         | 9.58- 9.59PM     | 9.45            | 12,320              | 14.7 | 12,320              | 14.7 | 25         | 14.7                        |                       | 9,890               | 11.8 | 9,890               | 11.8 | 21         | 11.8                        |                       |
| CBS NEWSBREAK-SAT.               |         | 8.58- 8.59PM     | 8.45            | 9,050               | 10.8 | 9,050               | 10.8 | 18         | 10.8                        |                       | 7,120               | 8.5  | 7,120               | 8.5  | 15         | 8.5                         |                       |
| NBC NBC NEWS DIGEST-SAT          |         | 8.58- 8.59PM     | 8.45            | 10,310              | 12.3 | 10,310              | 12.3 | 21         | 12.3                        |                       | 6,960               | 8.3  | 6,960               | 8.3  | 15         | 8.3                         |                       |
| NBC NBC NEWS DIGEST-2-SAT.       | 2       | 9.58- 9.59PM     | 9.45            |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
| EVENING SUNDAY                   |         |                  |                 |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
| ABC ABC SPORTS UPDATE-SUN        | 1       | 8.35- 8.37PM     | 8.30            | 16,090              | 19.2 | 15,920              | 19.0 | 28         | 19.0                        |                       | 18,100              | 21.6 | 18,100              | 21.6 | 32         | 21.6                        |                       |
|                                  | 2       | 8.55- 8.56PM     | 8.45            |                     |      |                     |      |            |                             |                       | 18,350              | 21.9 | 18,350              | 21.9 | 33         | 21.9                        |                       |
| ABC ABC NEWSBRIEF-SUN.           | 1       | 9.56- 9.57PM     | 9.45            | 15,080              | 18.0 | 15,080              | 18.0 | 26         | 18.0                        |                       | 11,400              | 13.6 | 11,400              | 13.6 | 20         | 13.6                        |                       |
|                                  | 2       | 9.47- 9.48PM     | 9.45            |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
| CBS NEWSBREAK-SUN.               | 1       | 8.52- 8.53PM     | 8.45            | 16,760              | 20.0 | 16,760              | 20.0 | 29         | 20.0                        |                       |                     |      |                     |      |            |                             |                       |
|                                  | 2       | 8.58- 8.59PM     | 8.45            |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
| NBC NBC NEWS DIGEST-SUN          | 1       | 9.01- 9.02PM     | 9.00            | 13,660              | 16.3 | 13,660              | 16.3 | 24         | 16.3                        |                       |                     |      |                     |      |            |                             |                       |
|                                  |         |                  |                 |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
|                                  | 2       | 9.09- 9.10PM     | 9.00            |                     |      |                     |      |            |                             |                       | 9,130               | 10.9 | 9,130               | 10.9 | 16         | 10.9                        |                       |
| NBC NBC NEWS DIGEST-2-SUN.       | 1       | 9.58- 9.59PM     | 9.45            | 10,810              | 12.9 | 10,810              | 12.9 | 19         | 12.9                        |                       | 12,910              | 15.4 | 12,490              | 14.9 | 23         | 12.8                        |                       |
| EVENING MONDAY-FRIDAY            |         |                  |                 |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
| ABC ABC NEWSBRIEF-M-F            | 2       | >                | 8.45            |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
|                                  | 1       | >                | 9.45            | 13,160              | 15.7 | 13,160              | 15.7 | 25         | 14.1                        | M-F                   |                     |      |                     |      |            |                             |                       |
|                                  |         |                  | 10.30           |                     |      |                     |      |            | 22.0                        | WED.                  |                     |      |                     |      |            |                             |                       |
| ABC '84 VOTE:NY PRIMRY-11:30P(S) | 1       | 11.30-11.53PM    | 11.30           | 7,040               | 8.4  | 5,700               | 6.8  | 20         | 7.4                         | TUE.                  |                     |      |                     |      |            |                             |                       |
|                                  |         |                  | 11.45           |                     |      |                     |      |            | 5.6                         | TUE.                  |                     |      |                     |      |            |                             |                       |
| ABC '84 VOTE:PA PRIMRY-11:30P(S) | 2       | 11.30-11.51PM    | 11.30           |                     |      |                     |      |            |                             |                       | 5,110               | 6.1  | 4,610               | 5.5  | 16         | 5.8                         |                       |
|                                  |         |                  | 11.45           |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
| ABC ABC NEWS:NIGHTLINE           | 1       | 11.30-12.00MD    | 11.30           | 6,620               | 7.9  | 5,450               | 6.5  | 18         | 7.0                         | MTHF                  |                     |      |                     |      |            |                             |                       |
|                                  | 2       | >                | 11.30           |                     |      |                     |      |            |                             |                       | 6,700               | 8.0  | 5,110               | 6.1  | 18         | 6.9                         |                       |
|                                  |         |                  | 11.45           |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
|                                  |         |                  | 12.00           |                     |      |                     |      |            | 5.9                         | MTHF                  |                     |      |                     |      |            |                             |                       |
| ABC ABC NEWS:NIGHTLINE SPEC.(S)  | 1       | 11.53-12.35AM    | 11.45           | 4,780               | 5.7  | 3,180               | 3.8  | 15         | 5.2                         | TUE.                  |                     |      |                     |      |            |                             |                       |
|                                  |         |                  | 12.00           |                     |      |                     |      |            | 4.2                         | TUE.                  |                     |      |                     |      |            |                             |                       |
|                                  |         |                  | 12.15           |                     |      |                     |      |            | 3.6*                        | TUE.                  |                     |      |                     |      |            |                             |                       |
|                                  |         |                  | 12.30           |                     |      |                     |      |            | 2.8                         | TUE.                  |                     |      |                     |      |            |                             |                       |
| ABC ABC NEWS:NIGHTLINE-SPEC.(S)  | 2       | 11.51-12.21AM    | 11.45           |                     |      |                     |      |            |                             |                       | 3,350               | 4.0  | 2,510               | 3.0  | 11         | 3.6                         |                       |
|                                  |         |                  | 12.00           |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
|                                  |         |                  | 12.15           |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |
| ABC ABC NEWS:NIGHTLINE-THU(B)    | 1       | 12.00-12.18AM    | 12.00           | 5,360               | 6.4  | 5,030               | 6.0  | 21         | 6.1                         | THU.                  |                     |      |                     |      |            |                             |                       |
|                                  |         |                  | 12.15           |                     |      |                     |      |            | 5.3                         | THU.                  |                     |      |                     |      |            |                             |                       |
| ABC ABC NEWS:NIGHTLINE-WED(B)    | 1       | 12.08-12.43AM    | 12.00           | 5,360               | 6.4  | 4,190               | 5.0  | 18         | 5.7                         | WED.                  |                     |      |                     |      |            |                             |                       |
|                                  |         |                  | 12.15           |                     |      |                     |      |            | 5.1                         | WED.                  |                     |      |                     |      |            |                             |                       |
| CONT'D                           |         |                  |                 |                     |      |                     |      |            |                             |                       |                     |      |                     |      |            |                             |                       |

| DAY<br>NETWORK/PROGRAM               | WK<br># | TIME<br>(N.Y.T.)    | QUARTER<br>HOUR | WEEK 1              |      |                     |      |            |                               |                       |        | WEEK 2              |      |                     |      |            |                               |                       |        |
|--------------------------------------|---------|---------------------|-----------------|---------------------|------|---------------------|------|------------|-------------------------------|-----------------------|--------|---------------------|------|---------------------|------|------------|-------------------------------|-----------------------|--------|
|                                      |         |                     |                 | TOTAL AUDIENCE      |      | AVERAGE AUDIENCE    |      |            | AVG.<br>AUD.BY<br>1/4 HR<br>% | TELE-<br>CAST<br>DAYS |        | TOTAL AUDIENCE      |      | AVERAGE AUDIENCE    |      |            | AVG.<br>AUD.BY<br>1/4 HR<br>% | TELE-<br>CAST<br>DAYS |        |
|                                      |         |                     |                 | HOUSEHOLDS<br>(000) | %    | HOUSEHOLDS<br>(000) | %    | SHARE<br>% |                               |                       |        | HOUSEHOLDS<br>(000) | %    | HOUSEHOLDS<br>(000) | %    | SHARE<br>% |                               |                       |        |
| EVENING MONDAY-FRIDAY-CONT'D         |         |                     |                 |                     |      |                     |      |            |                               |                       |        |                     |      |                     |      |            |                               |                       |        |
| ABC ABC NEWS:NIGHTLINE-WED(B)-CONT'D |         |                     | 12.30           |                     |      |                     |      | 4.4* 18*   | 4.4                           | WED.                  |        |                     |      |                     |      |            |                               |                       |        |
| ABC EYE ON HOLLYWOOD                 |         | >                   | 12.00           | 2,430               | 2.9  | 1,840               | 2.2  | 8          | 2.6                           | MTHF                  |        | 1,840               | 2.2  | 1,590               | 1.9  | 8          | 2.3                           | TU-F                  |        |
|                                      |         |                     | 12.15           |                     |      |                     |      |            | 2.3                           | MTHF                  |        |                     |      |                     |      |            | 1.8                           | TU-F                  |        |
|                                      |         |                     | 12.30           |                     |      |                     |      |            | 2.1                           | TH&F                  |        |                     |      |                     |      |            | 1.5                           | TU-TH                 |        |
|                                      |         |                     | 12.45           |                     |      |                     |      |            | 1.7                           | TH&F                  |        |                     |      |                     |      |            | .9                            | TU-TH                 |        |
| ABC ABC NEWS:NIGHTLINE SPEC.(S)      | 2       | 1.17- 1.49AM        | 1.15            |                     |      |                     |      |            |                               |                       |        | 4,780               | 5.7  | 4,020               | 4.8  | 27         | 5.3                           | MON.                  |        |
|                                      |         |                     | 1.30            |                     |      |                     |      |            |                               |                       |        |                     |      |                     |      |            | 4.6                           | MON.                  |        |
|                                      |         |                     | 1.45            |                     |      |                     |      |            |                               |                       |        |                     |      |                     |      |            | 3.9                           | MON.                  |        |
| CBS NEWSBREAK-M-F                    | 1       | >                   | 8.45            | 12,570              | 15.0 | 11,900              | 14.2 | 22         | 17.6                          | M-F                   |        | 14,160              | 16.9 | 14,160              | 16.9 | 26         | 16.9                          | M-F                   |        |
|                                      | 2       | 8.58- 8.59PM        | 8.45            |                     |      |                     |      |            | 9.9                           | TU & W                |        |                     |      |                     |      |            |                               |                       |        |
|                                      |         |                     | 9.00            |                     |      |                     |      |            |                               |                       |        |                     |      |                     |      |            |                               |                       |        |
| CBS CBS NCAA CHMP-POST(S)            | 1       | 11.11-11.22PM       | 11.00           | 11,480              | 13.7 | 11,900              | 14.2 | 26         | 15.6                          | MON.                  |        |                     |      |                     |      |            |                               |                       |        |
|                                      |         |                     | 11.15           |                     |      |                     |      |            | 13.4                          | MON.                  |        |                     |      |                     |      |            |                               |                       |        |
| CBS CAMPAIGN '84:NY&WIS.PRIM.(S)     | 1       | 11.33-12.04AM       | 11.30           | 6,030               | 7.2  | 4,610               | 5.5  | 17         | 6.0                           | TUE.                  |        |                     |      |                     |      |            |                               |                       |        |
|                                      |         |                     | 11.45           |                     |      |                     |      |            | 5.1                           | TUE.                  |        |                     |      |                     |      |            |                               |                       |        |
|                                      |         |                     | 12.00           |                     |      |                     |      |            | 5.4                           | TUE.                  |        |                     |      |                     |      |            |                               |                       |        |
| CBS CAMPAIGN '84:PA PRIMARY(S)       | 2       | 11.30-11.58PM       | 11.30           |                     |      |                     |      |            |                               |                       |        | 6,620               | 7.9  | 5,200               | 6.2  | 18         | 6.6                           | TUE.                  |        |
|                                      |         |                     | 11.45           |                     |      |                     |      |            |                               |                       |        |                     |      |                     |      |            | 5.7                           | TUE.                  |        |
| CBS LATE MOVIE I                     |         | >                   | 11.30           | 6,370               | 7.6  | 4,110               | 4.9  | 18         | 5.8                           | M-F                   |        | 6,030               | 7.2  | 4,110               | 4.9  | 17         | 6.2                           | M-F                   |        |
|                                      |         |                     |                 |                     |      |                     |      |            |                               |                       |        |                     |      |                     |      |            |                               |                       |        |
|                                      |         |                     | 11.45           |                     |      |                     |      |            | 5.5* 15*                      | 5.5                   | MTHF   |                     |      |                     |      |            | 5.3* 15*                      | 5.0                   | M-F    |
|                                      |         |                     | 12.00           |                     |      |                     |      |            | 5.2                           | M-F                   |        |                     |      |                     |      |            |                               | 5.0                   | M-F    |
|                                      |         |                     | 12.15           |                     |      |                     |      |            | 5.0* 18*                      | 4.8                   | M-F    |                     |      |                     |      |            | 4.9* 17*                      | 4.8                   | M-F    |
|                                      |         |                     | 12.30           |                     |      |                     |      |            | 4.6                           | M-F                   |        |                     |      |                     |      |            | 4.7                           | M-F                   |        |
|                                      |         |                     | 12.45           |                     |      |                     |      |            | 4.7* 22*                      | 4.8                   | M-F    |                     |      |                     |      |            | 4.5* 20*                      | 4.2                   | M-F    |
|                                      |         |                     | 1.00            |                     |      |                     |      |            | 3.8* 21*                      | 3.8                   | TU & W |                     |      |                     |      |            |                               | 4.8                   | TUE.   |
|                                      |         | VARIOUS TIMES (SUS) |                 |                     |      |                     |      |            |                               |                       |        |                     |      |                     |      |            |                               |                       |        |
| CBS MASTERS GOLF HILITES-FRI(S)      | 2       | 11.30-11.45PM       | 11.30           |                     |      |                     |      |            |                               |                       |        | 5,610               | 6.7  | 5,450               | 6.5  | 16         | 6.5                           | FRI.                  |        |
| CBS MASTERS GOLF HILITES-THU(S)      | 2       | 11.30-11.45PM       | 11.30           |                     |      |                     |      |            |                               |                       |        | 6,030               | 7.2  | 5,610               | 6.7  | 19         | 6.7                           | THU.                  |        |
| CBS LATE MOVIE II                    |         | >                   | 12.30           | 3,690               | 4.4  | 2,770               | 3.3  | 21         | 3.6                           | M-F                   |        | 3,850               | 4.6  | 2,930               | 3.5  | 20         | 4.3                           | M-F                   |        |
|                                      |         |                     | 12.45           |                     |      |                     |      |            | 3.5* 16*                      | 3.4                   | TH&F   |                     |      |                     |      |            | 3.7                           | MTHF                  |        |
|                                      |         |                     | 1.00            |                     |      |                     |      |            | 3.7                           | M-F                   |        |                     |      |                     |      |            | 3.5                           | M-F                   |        |
|                                      |         |                     | 1.15            |                     |      |                     |      |            | 3.5* 21*                      | 3.4                   | M-F    |                     |      |                     |      |            | 3.4* 20*                      | 3.3                   | M-F    |
|                                      |         |                     | 1.30            |                     |      |                     |      |            | 3.2                           | M-W                   |        |                     |      |                     |      |            | 3.3                           | TUTHF                 |        |
|                                      |         |                     | 1.45            |                     |      |                     |      |            | 3.0* 24*                      | 3.1                   | M-W    |                     |      |                     |      |            | 3.3* 26*                      | 3.1                   | TUTHF  |
|                                      |         |                     | 2.00            |                     |      |                     |      |            | 2.7                           | TU & W                |        |                     |      |                     |      |            |                               |                       |        |
|                                      |         | VARIOUS TIMES (SUS) |                 |                     |      |                     |      |            |                               |                       |        |                     |      |                     |      |            |                               |                       |        |
| CBS CBS NEWS NIGHTWATCH-1            |         | >                   | 2.00            | 1,590               | 1.9  | 1,260               | 1.5  | 16         | 1.5                           | MTHSU                 |        | 1,260               | 1.5  | 1,010               | 1.2  | 13         | 1.3                           | MTHSU                 |        |
|                                      |         |                     | 2.15            |                     |      |                     |      |            | 1.6                           | MTHSU                 |        |                     |      |                     |      |            |                               | 1.2                   | MTHSU  |
| CBS CBS NEWS NIGHTWATCH-2            |         | 2.30- 6.00AM        | 2.30            | 2,510               | 3.0  | 1,090               | 1.3  | 24         |                               | M-THSU                |        | 2,600               | 3.1  | 1,010               | 1.2  | 23         |                               | M-THSU                |        |
|                                      |         |                     | 2.45            |                     |      |                     |      |            | 1.7* 22*                      | 1.6                   | M-THSU |                     |      |                     |      |            | 1.7* 23*                      | 1.6                   | M-THSU |
|                                      |         |                     | 3.00            |                     |      |                     |      |            | 1.5                           | M-THSU                |        |                     |      |                     |      |            |                               | 1.4                   | M-THSU |
|                                      |         |                     | 3.15            |                     |      |                     |      |            | 1.5* 25*                      | 1.4                   | M-THSU |                     |      |                     |      |            | 1.3* 22*                      | 1.2                   | M-THSU |
|                                      |         |                     | 3.30            |                     |      |                     |      |            | 1.4                           | M-THSU                |        |                     |      |                     |      |            |                               | 1.2                   | M-THSU |
|                                      |         |                     | 3.45            |                     |      |                     |      |            | 1.4* 26*                      | 1.3                   | M-THSU |                     |      |                     |      |            | 1.2* 24*                      | 1.2                   | M-THSU |
|                                      |         |                     | 4.00            |                     |      |                     |      |            | 1.2                           | M-THSU                |        |                     |      |                     |      |            |                               | 1.1                   | M-THSU |
| CONT'D                               |         |                     |                 |                     |      |                     |      |            |                               |                       |        |                     |      |                     |      |            |                               |                       |        |



| DAY<br>NETWORK/PROGRAM           | WK<br># | TIME<br>(N.Y.T.) | QUARTER<br>HOUR | WEEK 1              |      |                     |      |            |                        | WEEK 2                |                     |        |                     |        |            |                        |                       |        |
|----------------------------------|---------|------------------|-----------------|---------------------|------|---------------------|------|------------|------------------------|-----------------------|---------------------|--------|---------------------|--------|------------|------------------------|-----------------------|--------|
|                                  |         |                  |                 | TOTAL AUDIENCE      |      | AVERAGE AUDIENCE    |      |            | AVG.<br>AUD.BY<br>% HR | TELE-<br>CAST<br>DAYS | TOTAL AUDIENCE      |        | AVERAGE AUDIENCE    |        |            | AVG.<br>AUD.BY<br>% HR | TELE-<br>CAST<br>DAYS |        |
|                                  |         |                  |                 | HOUSEHOLDS<br>(000) | %    | HOUSEHOLDS<br>(000) | %    | SHARE<br>% |                        |                       | HOUSEHOLDS<br>(000) | %      | HOUSEHOLDS<br>(000) | %      | SHARE<br>% |                        |                       |        |
| EVENING MONDAY-FRIDAY-CONT'D     |         |                  | 3.00            |                     |      |                     |      |            |                        |                       |                     |        |                     |        |            |                        |                       |        |
| CBS CBS NEWS NIGHTWATCH-2-CONT'D |         |                  | 4.15            |                     |      |                     |      | 1.2*       | 24*                    | 1.1                   | M-THSU              |        |                     |        | 1.1*       | 24*                    | 1.0                   | M-THSU |
|                                  |         |                  | 4.30            |                     |      |                     |      |            |                        | 1.1                   | M-THSU              |        |                     |        |            |                        | 1.0                   | M-THSU |
|                                  |         |                  | 4.45            |                     |      |                     |      | 1.1*       | 23*                    | 1.2                   | M-THSU              |        |                     |        | 1.0*       | 23*                    | 1.0                   | M-THSU |
|                                  |         |                  | 5.30            |                     |      |                     |      |            |                        | 1.0                   | M-THSU              |        |                     |        |            |                        | 1.0                   | M-THSU |
|                                  |         |                  | 5.45            |                     |      |                     |      | 1.0*       | 21*                    | 1.0                   | M-THSU              |        |                     |        | 1.1*       | 22*                    | 1.0                   | M-THSU |
| NBC NBC NEWS DIGEST-M-F          |         | >                | 8.45            | 11,230              | 13.4 | 11,900              | 14.2 | 21         |                        | 14.0                  | M-F                 | 10,140 | 12.1                | 10,640 | 12.7       | 19                     | 12.0                  | M-F    |
|                                  |         |                  | 9.30            |                     |      |                     |      |            |                        | 10.4                  | WED.                |        |                     |        |            |                        |                       |        |
| NBC NBC NEWS DIGEST-2-M-F        |         | >                | 9.45            | 9,300               | 11.1 | 9,300               | 11.1 | 18         |                        | 11.7                  | MWF                 | 10,980 | 13.1                | 10,980 | 13.1       | 21                     | 13.0                  | TU&TH  |
|                                  |         |                  | 10.30           |                     |      |                     |      |            |                        | 9.8                   | WED.                |        |                     |        |            |                        |                       |        |
| NBC DECISION '84-NEW YORK(S)     | 1       | 11.30-12.00MD    | 11.30           | 6,450               | 7.7  | 4,860               | 5.8  | 17         |                        | 6.5                   | TUE.                |        |                     |        |            |                        |                       |        |
|                                  |         |                  | 11.45           |                     |      |                     |      |            |                        | 5.2                   | TUE.                |        |                     |        |            |                        |                       |        |
| NBC DECISION '84-PENNSYLVANIA(S) | 2       | 11.30-12.00MD    | 11.30           |                     |      |                     |      |            |                        |                       |                     | 6,370  | 7.6                 | 5,030  | 6.0        | 18                     | 6.5                   | TUE.   |
|                                  |         |                  | 11.45           |                     |      |                     |      |            |                        |                       |                     |        |                     |        |            |                        | 5.6                   | TUE.   |
| NBC TONIGHT SHOW                 |         | >                | 11.30           | 7,540               | 9.0  | 4,610               | 5.5  | 19         |                        | 6.5                   | M-F                 | 7,290  | 8.7                 | 4,360  | 5.2        | 17                     | 6.0                   | M-F    |
|                                  |         |                  | 11.45           |                     |      |                     |      | 18*        |                        | 6.2                   | MTHF                |        |                     |        | 5.9*       | 16*                    | 5.9                   | MWTHF  |
|                                  |         |                  | 12.00           |                     |      |                     |      |            |                        | 5.7                   | M-F                 |        |                     |        |            |                        | 5.3                   | M-F    |
|                                  |         |                  | 12.15           |                     |      |                     |      | 19*        |                        | 5.0                   | M-F                 |        |                     |        | 4.9*       | 17*                    | 4.4                   | M-F    |
|                                  |         |                  | 12.30           |                     |      |                     |      |            |                        | 5.0                   | TU & W              |        |                     |        |            |                        | 3.7                   | TUE.   |
|                                  |         |                  | 12.45           |                     |      |                     |      | 23*        |                        | 4.5                   | TU & W              |        |                     |        | 3.7*       | 19*                    | 3.6                   | TUE.   |
|                                  |         |                  | 1.00            |                     |      |                     |      | 21*        |                        | 4.0                   | WED.                |        |                     |        |            |                        |                       |        |
|                                  |         |                  |                 |                     |      |                     |      |            |                        |                       |                     |        |                     |        |            |                        |                       |        |
|                                  |         |                  |                 |                     |      |                     |      |            |                        |                       |                     |        |                     |        |            |                        |                       |        |
| NBC DAVID LETTERMAN I            |         | >                | 12.30           | 2,680               | 3.2  | 2,260               | 2.7  | 15         |                        | 2.8                   | M-TH                | 2,600  | 3.1                 | 2,180  | 2.6        | 13                     | 2.6                   | M-TH   |
|                                  |         |                  | 12.45           |                     |      |                     |      |            |                        | 2.5                   | M & TH              |        |                     |        |            |                        | 2.5                   | MTH    |
|                                  |         |                  | 1.00            |                     |      |                     |      |            |                        | 3.0                   | TU & W              |        |                     |        |            |                        | 2.6                   | TUE.   |
|                                  |         |                  | 1.15            |                     |      |                     |      |            |                        | 2.6                   | TU & W              |        |                     |        |            |                        | 2.5                   | TUE.   |
|                                  |         |                  | 1.30            |                     |      |                     |      |            |                        | 2.2                   | WED.                |        |                     |        |            |                        |                       |        |
| NBC FRIDAY NIGHT VIDEOS          |         | 12.30- 2.00AM    | 12.30           | 5,610               | 6.7  | 2,680               | 3.2  | 16         |                        | 4.7                   | FRI.                | 4,610  | 5.5                 | 2,260  | 2.7        | 13                     | 3.8                   | FRI.   |
|                                  |         |                  | 12.45           |                     |      |                     |      | 18*        |                        | 4.0                   | FRI.                |        |                     |        | 3.4*       | 13*                    | 3.1                   | FRI.   |
|                                  |         |                  | 1.00            |                     |      |                     |      |            |                        | 3.3                   | FRI.                |        |                     |        |            |                        | 2.8                   | FRI.   |
|                                  |         |                  | 1.15            |                     |      |                     |      | 16*        |                        | 2.6                   | FRI.                |        |                     |        | 2.8*       | 14*                    | 2.7                   | FRI.   |
|                                  |         |                  | 1.30            |                     |      |                     |      |            |                        | 2.5                   | FRI.                |        |                     |        |            |                        | 2.2                   | FRI.   |
|                                  |         |                  | 1.45            |                     |      |                     |      | 15*        |                        | 2.1                   | FRI.                |        |                     |        | 2.0*       | 12*                    | 1.8                   | FRI.   |
| NBC DAVID LETTERMAN II           |         | >                | 1.00            | 2,180               | 2.6  | 1,760               | 2.1  | 15         |                        | 2.3                   | M-TH                | 2,010  | 2.4                 | 1,680  | 2.0        | 14                     | 2.2                   | M-TH   |
|                                  |         |                  | 1.15            |                     |      |                     |      |            |                        | 2.0                   | M & TH              |        |                     |        |            |                        | 1.9                   | MWTH   |
|                                  |         |                  | 1.30            |                     |      |                     |      |            |                        | 2.2                   | TU & W              |        |                     |        |            |                        | 2.0                   | TUE.   |
|                                  |         |                  | 1.45            |                     |      |                     |      |            |                        | 1.9                   | TU & W              |        |                     |        |            |                        | 1.7                   | TUE.   |
|                                  |         |                  | 2.00            |                     |      |                     |      |            |                        | 1.8                   | WED.                |        |                     |        |            |                        |                       |        |
| DAY MONDAY-FRIDAY                |         |                  |                 |                     |      |                     |      |            |                        |                       |                     |        |                     |        |            |                        |                       |        |
| ABC ABC WORLD NEWS-MORN-615A     |         | 6.15- 6.30AM     | 6.15            | 1,340               | 1.6  | 1,260               | 1.5  | 14         |                        | 1.5                   | M-F                 | 1,340  | 1.6                 | 1,260  | 1.5        | 14                     | 1.5                   | M-F    |
| ABC ABC WORLD NEWS-MORN-645A     |         | 6.45- 7.00AM     | 6.45            | 2,260               | 2.7  | 2,260               | 2.7  | 17         |                        | 2.7                   | M-F                 | 2,100  | 2.5                 | 1,930  | 2.3        | 15                     | 2.3                   | M-F    |
| ABC CHALLENGE IN SPACE-LAUNCH(S) | 1       | 8.54- 9.12AM     | 8.45            | 5,360               | 6.4  | 5,030               | 6.0  | 26         |                        | 5.8                   | FRI.                |        |                     |        |            |                        |                       |        |
|                                  |         |                  | 9.00            |                     |      |                     |      |            |                        | 6.1                   | FRI.                |        |                     |        |            |                        |                       |        |
| ABC ABC DAYTIME NEWSBRIEF-M-F    |         | 1.57- 1.59PM     | 1.45            | 6,540               | 7.8  | 6,370               | 7.6  | 25         |                        | 7.6                   | M-F                 | 6,200  | 7.4                 | 6,030  | 7.2        | 25                     | 7.2                   | M-F    |
| ABC ABC AFTERSCHOOL SPECIAL(S)   | 2       | 4.30- 5.30PM     | 4.30            |                     |      |                     |      |            |                        |                       |                     | 8,630  | 10.3                | 5,780  | 6.9        | 20                     | 7.1                   | WED.   |
|                                  |         |                  | 4.45            |                     |      |                     |      |            |                        |                       |                     |        |                     |        | 6.8*       | 21*                    | 6.5                   | WED.   |
|                                  |         |                  | 5.00            |                     |      |                     |      |            |                        |                       |                     |        |                     |        |            |                        | 6.8                   | WED.   |
|                                  |         |                  | 5.15            |                     |      |                     |      |            |                        |                       |                     |        |                     |        | 6.9*       | 20*                    | 7.0                   | WED.   |

| DAY<br>NETWORK/PROGRAM      | WK<br># | TIME<br>(N.Y.T.) | QUARTER<br>HOUR              | WEEK 1              |     |                     |     |            |                             |                       | WEEK 2              |      |                     |             |            |                             |                              |
|-----------------------------|---------|------------------|------------------------------|---------------------|-----|---------------------|-----|------------|-----------------------------|-----------------------|---------------------|------|---------------------|-------------|------------|-----------------------------|------------------------------|
|                             |         |                  |                              | TOTAL AUDIENCE      |     | AVERAGE AUDIENCE    |     |            | AVG.<br>AUD.BY<br>¼ HR<br>% | TELE-<br>CAST<br>DAYS | TOTAL AUDIENCE      |      | AVERAGE AUDIENCE    |             |            | AVG.<br>AUD.BY<br>¼ HR<br>% | TELE-<br>CAST<br>DAYS        |
|                             |         |                  |                              | HOUSEHOLDS<br>(000) | %   | HOUSEHOLDS<br>(000) | %   | SHARE<br>% |                             |                       | HOUSEHOLDS<br>(000) | %    | HOUSEHOLDS<br>(000) | %           | SHARE<br>% |                             |                              |
| DAY MONDAY-FRIDAY-CONT'D    |         |                  |                              |                     |     |                     |     |            |                             |                       |                     |      |                     |             |            |                             |                              |
| CBS CBS EARLY MORNING NEWS  |         | 6.30- 7.00AM     | 6.30<br>6.45                 | 2,100               | 2.5 | 1,590               | 1.9 | 17         | 1.7<br>2.0                  | M-F<br>M-F            | 2,010               | 2.4  | 1,510               | 1.8         | 16         | 1.7<br>1.9                  | M-F<br>M-F                   |
| CBS NEWSBREAK-11.57         |         | 11.57-11.59AM    | 11.45                        | 6,370               | 7.6 | 6,030               | 7.2 | 29         | 7.2                         | M-F                   | 6,540               | 7.8  | 6,200               | 7.4         | 31         | 7.4                         | M-F                          |
| CBS NEWSBREAK-3.57          |         | 3.57- 3.59PM     | 3.45                         | 6,120               | 7.3 | 5,780               | 6.9 | 20         | 6.9                         | M-F                   | 5,700               | 6.8  | 5,280               | 6.3         | 20         | 6.3                         | M-F                          |
| NBC NBC NEWS AT SUNRISE     |         | 6.30- 7.00AM     | 6.30<br>6.45                 | 2,180               | 2.6 | 1,510               | 1.8 | 12         | 1.5<br>2.1                  | M-F<br>M-F            | 2,600               | 3.1  | 1,840               | 2.2         | 15         | 1.9<br>2.5                  | M-F<br>M-F                   |
| NBC TODAY SHOW SPECIAL(S)   | 1       | 9.30-10.00AM     | 9.30<br>9.45                 | 2,350               | 2.8 | 1,840               | 2.2 | 10         | 1.9<br>2.5                  | FRI.<br>FRI.          |                     |      |                     |             |            |                             |                              |
| NBC NBC NEWS DIGEST-DAYTIME |         | 2.57- 2.58PM     | 2.45                         | 4,020               | 4.8 | 4,020               | 4.8 | 16         | 4.8                         | MWF                   | 3,600               | 4.3  | 3,600               | 4.3         | 16         | 4.3                         | MWF                          |
| NBC NBC SPECIAL TREAT(S)    | 2       | 4.00- 5.00PM     | 4.00<br>4.15<br>4.30<br>4.45 |                     |     |                     |     |            |                             |                       | 5,030               | 6.0  | 3,270               | 3.9<br>3.7* | 11<br>11*  | 3.8<br>3.6<br>3.7<br>4.4    | TUE.<br>TUE.<br>TUE.<br>TUE. |
| DAY SATURDAY                |         |                  |                              |                     |     |                     |     |            |                             |                       |                     |      |                     |             |            |                             |                              |
| ABC SCHOOLHOUSE ROCK-8:25AM |         | 8.25- 8.29AM     | 8.15                         | 3,770               | 4.5 | 3,520               | 4.2 | 22         | 4.2                         |                       | 3,850               | 4.6  | 3,440               | 4.1         | 22         | 4.1                         |                              |
| ABC MENU DO-10:25AM         |         | 10.25-10.29AM    | 10.15                        | 5,360               | 6.4 | 4,690               | 5.6 | 19         | 5.6                         |                       | 5,360               | 6.4  | 4,360               | 5.2         | 18         | 5.2                         |                              |
| ABC MENU DO-11:55AM         |         | 11.55-11.59AM    | 11.45                        | 4,610               | 5.5 | 3,770               | 4.5 | 16         | 4.5                         |                       | 4,610               | 5.5  | 4,020               | 4.8         | 17         | 4.8                         |                              |
| ABC PRO BOWLERS TOUR        | 2       | 3.30- 5.07PM     | →GRID                        |                     |     |                     |     |            |                             |                       | 8,970               | 10.7 | 4,780               | 5.7         | 16         |                             |                              |

|                               |   |               |               |        |      |       |             |           |            |  |       |     |       |          |     |     |     |
|-------------------------------|---|---------------|---------------|--------|------|-------|-------------|-----------|------------|--|-------|-----|-------|----------|-----|-----|-----|
|                               |   |               | 5.00          |        |      |       |             |           |            |  |       |     |       | 7.0* 18* | 7.0 |     |     |
| CBS IN THE NEWS- 8.26AM       |   | 8.26- 8.29AM  | 8.15          | 3,270  | 3.9  | 3,100 | 3.7         | 20        | 3.7        |  | 3,100 | 3.7 | 3,020 | 3.6      | 19  | 3.6 |     |
| CBS IN THE NEWS- 9.56AM       |   | 9.56- 9.59AM  | 9.45          | 4,780  | 5.7  | 4,440 | 5.3         | 18        | 5.3        |  | 5,450 | 6.5 | 4,940 | 5.9      | 22  | 5.9 |     |
| CBS IN THE NEWS-10.26AM       |   | 10.26-10.29AM | 10.15         | 4,440  | 5.3  | 4,110 | 4.9         | 16        | 4.9        |  | 4,610 | 5.5 | 4,190 | 5.0      | 18  | 5.0 |     |
| CBS IN THE NEWS-11.56AM       |   | 11.56-11.59AM | 11.45         | 4,780  | 5.7  | 4,440 | 5.3         | 19        | 5.3        |  | 4,190 | 5.0 | 3,940 | 4.7      | 16  | 4.7 |     |
| CBS IN THE NEWS-12.26PM       |   | 12.26-12.29PM | 12.15         | 3,440  | 4.1  | 3,100 | 3.7         | 13        | 3.7        |  | 2,770 | 3.3 | 2,510 | 3.0      | 10  | 3.0 |     |
| CBS IN THE NEWS-12.56PM       |   | 12.56-12.59PM | 12.45         | 2,770  | 3.3  | 2,600 | 3.1         | 11        | 3.1        |  | 3,100 | 3.7 | 2,850 | 3.4      | 12  | 3.4 |     |
| CBS IN THE NEWS- 1.26PM       |   | 1.26- 1.29PM  | 1.15          | 3,940  | 4.7  | 3,690 | 4.4         | 15        | 4.4        |  | 3,600 | 4.3 | 3,440 | 4.1      | 14  | 4.1 |     |
| CBS IN THE NEWS- 1.54PM(SUS)  | 1 | 1.54- 1.59PM  | 1.45          |        |      |       |             |           |            |  |       |     |       |          |     |     |     |
| NBC ONE TO GROW ON-8:28AM     |   | 8.28- 8.30AM  | 8.15          | 4,270  | 5.1  | 4,110 | 4.9         | 26        | 4.9        |  | 3,850 | 4.6 | 3,770 | 4.5      | 24  | 4.5 |     |
| NBC ONE TO GROW ON-8:58AM     |   | 8.58- 9.00AM  | 8.45          | 5,200  | 6.2  | 5,030 | 6.0         | 27        | 6.0        |  | 4,860 | 5.8 | 4,610 | 5.5      | 25  | 5.5 |     |
| NBC ONE TO GROW ON-10:28AM    |   | 10.28-10.30AM | 10.15         | 7,210  | 8.6  | 6,960 | 8.3         | 27        | 8.3        |  | 7,460 | 8.9 | 7,290 | 8.7      | 31  | 8.7 |     |
| NBC ONE TO GROW ON-10:58AM    |   | 10.58-11.00AM | 10.45         | 5,700  | 6.8  | 5,450 | 6.5         | 22        | 6.5        |  | 6,700 | 8.0 | 6,620 | 7.9      | 28  | 7.9 |     |
| NBC ONE TO GROW ON-12:28PM    |   | 12.28-12.30PM | 12.15         | 3,940  | 4.7  | 3,770 | 4.5         | 16        | 4.5        |  | 4,020 | 4.8 | 3,940 | 4.7      | 16  | 4.7 |     |
| NBC NBC MAJOR LEAGUE PRE GAME | 1 | 1.30- 1.47PM  | →GRID<br>1.45 | 4,190  | 5.0  | 3,850 | 4.6         | 16        |            |  |       |     |       |          |     |     |     |
| NBC NBC MAJOR LEAGUE BASEBALL | 1 | 1.47- 4.50PM  | →GRID<br>4.45 | 13,740 | 16.4 | 5,610 | 6.7<br>7.4* | 21<br>20* | 4.8<br>6.4 |  |       |     |       |          |     |     |     |
| NBC NBC MAJOR LEAGUE PRE GAME | 2 | 3.00- 3.17PM  | →GRID<br>3.15 |        |      |       |             |           |            |  | 4,610 | 5.5 | 4,360 | 5.2      | 18  |     | 5.5 |
| DAY SUNDAY                    |   |               |               |        |      |       |             |           |            |  |       |     |       |          |     |     |     |
| CBS NBA ON CBS GAME 2-SP(S)   | 1 | 3.45- 6.08PM  | →GRID<br>6.00 | 11,060 | 13.2 | 4,270 | 5.1<br>6.7* | 13<br>15* | 6.7        |  |       |     |       |          |     |     |     |

President Ronald Reagan held a nationally televised press conference on Wednesday April 4, 1984, at 8:00-8:36PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

|                  | <u>Percent</u> | <u>Millions</u> |
|------------------|----------------|-----------------|
| Total Audience   |                |                 |
| Households       | 41.4           | 34.7            |
| Average Audience |                |                 |
| Households       | 35.5           | 29.8            |
| Total Persons*   | 23.9           | 52.6            |
| Total Women      | 27.7           | 24.3            |
| 18-49            | 20.6           | 11.4            |
| Total Men        | 22.2           | 17.5            |
| 18-49            | 15.3           | 8.1             |
| Total Teens      | 23.0           | 4.9             |
| Total Children*  | 18.2           | 5.9             |

\*Excluding children under 2 years of age.

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